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BUSINESS & FINANCE

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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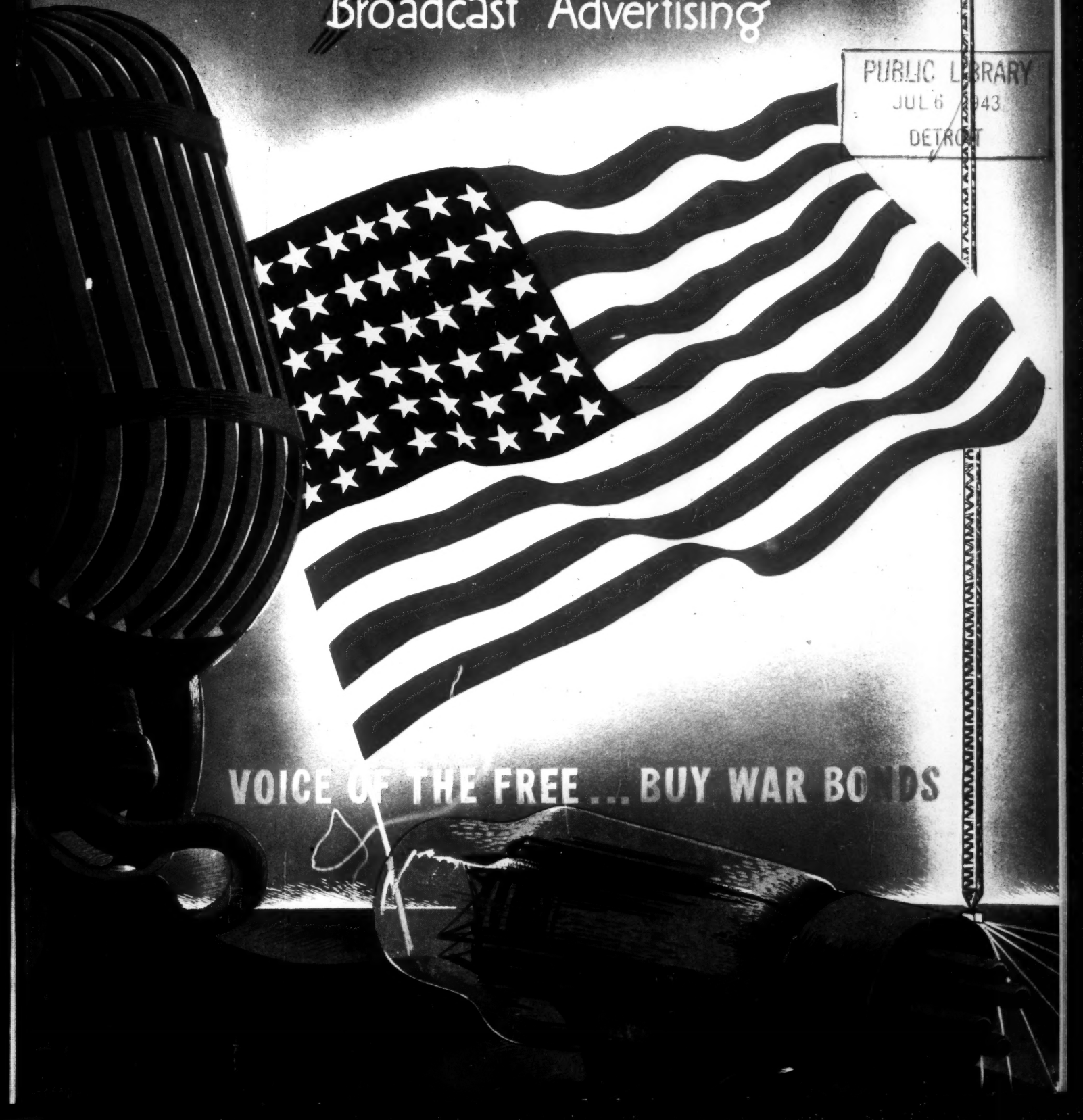

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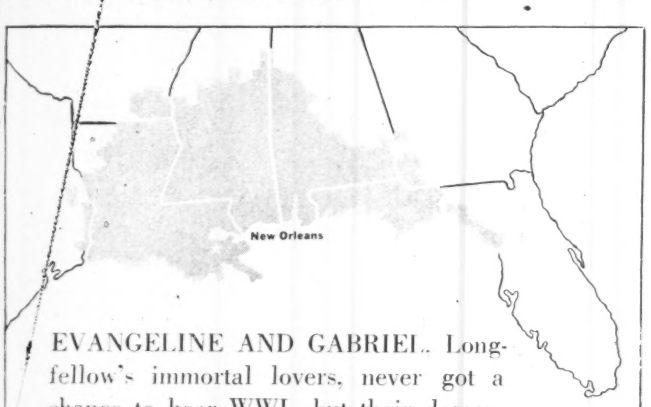

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BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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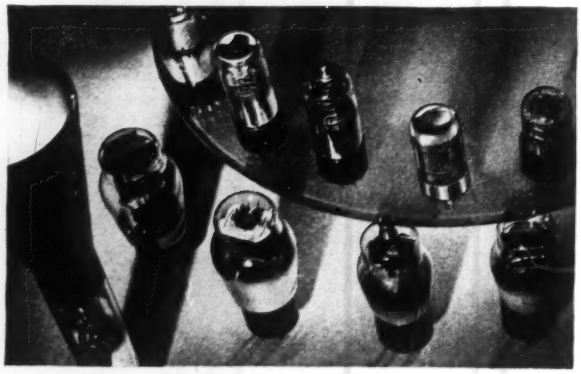

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During a storm, the calls come pouring in—from northwestern Hubbard to western Kandiyohi counties—some 200 miles away. During two months of last year, 254 such reports were sent from schools and bus depots in 82 counties . . . mothers were told that their children were safe and warm at some wayside farmhouse . . . children were told whether their schools would be open.

This fall, when the first snows come in (as early as September), the million radio families of our Northwest will lean once more on their "Good Neighbor," WCCO. For 19 years it's been a never-failing source of help!

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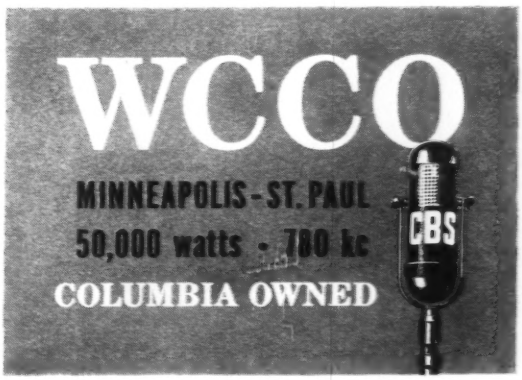

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Vol. 25, No. 1 WASHINGTON, D. C., JULY 5, 1943 $5.00 A YEAR—15c A COPY

House Probe Claims FCC a War Hindrance

Rank Inefficiency Charged; Fly Is Target

By SOL TAISHOFF

THE LID was blown off the FCC last week, with reverberations from the Capitol to the White House, as the House Select Committee loosed its first attack in public hearing against the FCC and Chairman James Lawrence Fly while President Roosevelt dramatically dropped George H. Payne from the Commission, after having renominated him for a seven-year term less than 24 hours earlier.

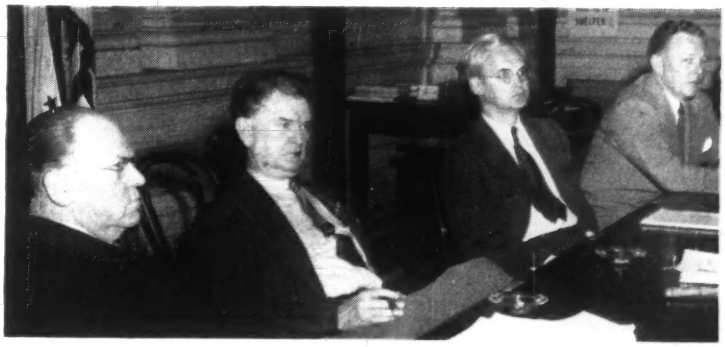
Erupting with even greater violence than expected, the Cox committee inquiry was launched Friday in one swift session. Charges hurled against Chairman Fly and his majority ranged from rank inefficiency to interference with the war effort. If the committee is sustained even in part, according to observers, it will mean inevitable reorganization of the FCC. Indeed, the overnight ouster of Mr. Payne, which has all Washington guessing, was regarded as the first step.

More to Come

Eugene L. Garey, general counsel of the five-man House committee, let loose what appeared to be the full fury of his attack after five months of intensive preparation, lambasting Chairman Fly and the FCC with some 50 charges. Many of these charges have been heard on the floors of Congress, but a number of them are highly sensational and new. But this was described by Mr. Garey as only the "preliminary" phase directed principally at the "alleged war activities" of the FCC, and with the real fireworks to come.

Following a two-hour session, the Committee recessed until Friday, July 9. At that time witnesses are expected to include Rear Ad. S. C. Hooper, retired, who has tangled with Chairman Fly on occasions; Commissioner T. A. M. Craven, who has been consistently opposed to Mr. Fly's broad policy views; and Director of the Budget Harold D. Smith, in connection with transfer of funds to the FCC.

Dropped upon the FCC like so many block-busters were a sheaf of official documents drawing in the President, the Secretaries of War and the Navy, the Joint Chiefs of Staff, and numerous Army and Navy officers identified with communications, ascribing to the FCC and to Chairman Fly in particular activities which, Mr. Garey recited, "constitute a danger and menace to national security." Even Pearl Harbor was mentioned, through the allegation that Chairman Fly's "successful activities in defeating the Army-Navy and Hawaiian broadcasting stations' voluntary pre-Pearl Harbor joint efforts to arrange for the elimination of Japanese language broadcasts in Hawaii," had some bearing on it. The committee, Mr. Garey pointed out in one of the documents, would seek to learn "the contribution of such resulting failure to the Pearl Harbor disaster."



THE HOUSE Select Committee to investigate the FCC at its first public hearing in the commodious Caucus Room of the Old House Office Building (l to r): Edward J. Hart (D-N. J.); Chairman E. E. Cox (D-Ga.); Richard B. Wigglesworth (R-Mass.), and Louis E. Miller (R-Mo.). Absent when the hearing opened was Rep. Warren G. Magnuson (D-Wash.).

For Cox Committee investigation stories see also pages 10 and 11.

Transfer Sought

One startling disclosure was that the President last February had been asked by the Army and Navy and the Joint Chiefs of Staff to transfer the FCC Radio Intelligence Division to the Army as an im-

(Continued on next page)

Payne Mystery Leaves FCC Vacancy

No Explanation Given For Withdrawal of Nomination

WASHINGTON'S unsolved radio mystery as of last Friday was the overnight rise and fall of George H. Payne, member of the FCC since its creation in 1934. The New Yorker, appointed originally as a Republican, was nominated by President Roosevelt for another seven-year term Wednesday about 1:30 p.m., just beating the expiration of his term at midnight. By Thursday, about 12:30 p.m., the nomination had been withdrawn, without official explanation.

Mr. Payne

The action was looked upon as perhaps the first phase of a general reorganization of the FCC, which has become a favorite Congressional target on the tumultuous Washington scene. [BROADCASTING predicted a month ago that Mr. Payne probably wouldn't be reappointed.]

Not in the 'Record'

Embroiled in many an FCC fracas in its earlier days but a relatively docile figure of late, Mr. Payne's reappointment had been opposed politically by most Republicans and wasn't favored in certain New Deal quarters. The best available explanation as BROADCASTING went to press Friday was that something had "slipped" at the White House and that there wasn't any intention of reappointing Mr. Payne. When the "error" was "discovered" Thursday morning, so the story goes, the President promptly pursued the unusual course of withdrawing the nomination.

Though the nomination was sent to the Senate Wednesday, it did not show up in the official minutes as recorded in the *Congressional Record* for that day. Consequently it was never referred to the Senate Interstate Commerce Committee which is required to pass on FCC nominations and recommend for or against confirmation by the Senate. It showed up in Thursday's *Record*, however, along with the withdrawal.

A number of names immediately cropped up as possible successors. These include:

1—Capt. E. M. Webster, Coast Guard (retired), an engineer, who served as assistant chief engineer of the FCC until called to active duty June 1, 1942.

2—E. K. Jett, chief engineer of the FCC and a retired naval officer, who has been considered before but has never been a candidate.

3—Rep. Karl Stefan (R-Neb.), former commentator on WJAG.

(Continued on page 44)

proper and "insecure" function of the FCC, but that this had been blocked largely by Chairman Fly. The Executive Order, so far as known, still reposes on the President's desk, said Mr. Garey.

Mr. Garey charged that the FCC, according to "accusations" brought to the attention of the committee, "has sought to cloak itself as an essential war agency making a vital contribution to the war effort, whereas in truth its alleged war activities constitute a danger and menace to national security."

That the proceedings will be tinged with acrimony was clearly shown when, within an hour of the committee's adjournment, Chairman Fly issued a biting one paragraph statement, which did more than join issue.

"We have grown accustomed to Cox announcing conclusions in advance of hearing," said the Fly press release. "These charges are a tissue of falsehoods. They will be wholly disproved if anything like a fair hearing can be expected from a committee constituted and motivated as is this one."

Chairman E. E. Cox (D-Ga.), author of the resolution (HRes-21) for the FCC inquiry, repulsed two efforts by Charles R. Denny Jr., FCC general counsel, to interrupt the presentation of Mr. Garey. After the committee general counsel had read the proposed Executive Order, a joint letter to the President from Secretaries Stimson and Knox recommending that the order be promulgated and a letter from Adm. William D. Leahy, chief of staff to the President in the same vein, Mr. Denny sought to inquire whether the "originals of these documents are being placed in the record."

Mr. Garey commented he thought the FCC general counsel was "out of order" a view sustained by Chairman Cox. When Mr. Denny asked whether he might "state for the record * * * ", Chairman Cox cut him off with the comment that "you can't state anything at this time."

Secrecy Involved

Mr. Denny later advised reporters that the reason for his attempted inquiry was to ascertain whether the "secret" or confidential labels on these documents had been eliminated. He said he understood they had been regarded as secret and therefore not privileged, and that the purpose of his inquiry was simply to ascertain if the restrictions had been lifted. Mr. Garey, however, in his opening statement, had asserted that the investigation would be conducted "without the disclosure of any such military information".

As the hearing was about to recess, Mr. Garey asked that subpoenas be issued for appearances by Dr. Robert D. Leigh, chief of the FCC's Foreign Broadcast Intelligence Service, and Matthew Gordon, chief of OWI's Foreign Service Division, for Friday (July 9). Mr. Denny again sought to address the committee but was stopped dead by the chairman, who commented that "the FCC general counsel ought to know about proper committee procedure" and that he could not understand why he "persists to inject himself". Mr. Denny attempted a half-dozen times to make a statement and the chairman finally shot back: "If you don't take your seat, I'll call for the police."

OPENING GUN in the House Select Committee investigation of the FCC was fired by Eugene L. Garey, New York attorney and Committee General Counsel in a two-hour recital of charges against the Commission.

Afterward it developed that Dr. Leigh was in the room and that Mr. Denny proposed to have him testify then, since he is scheduled to leave Sunday for England, for conferences with British authorities and OWI foreign intelligence officials in connection with war activities. Dr. Leigh was excused for two weeks.

More Data Sought

The hearing concluded with a colloquy in which several committee members participated, after Counsel Garey had read into the record a detailed letter to Secretary Knox and another, along almost identical lines, to Secretary Stimson, seeking the appearance before the committee of the two secretaries and military officers identified with communications, and the submission of a vast amount of data from Army and Navy communications files bearing on charges levelled against the FCC.

Mr. Garey said these letters had been dispatched to the Cabinet officers but that he had received no replies. He then observed he had been "informed" that the departments are "active in collecting the data" but information had reached him that the officers have been "silenced and gagged by higher authorities".

When Mr. Garey commented that he would not believe this until "officially advised", Rep. Magnuson interjected he thought the committee should "determine whether officers have been 'silenced and gagged' ". Chairman Cox, however, commented that he had been "officially informed" that officers will not be present. There was no explanation as to the "higher authorities" involved, but speculation centered around possible White House intercession.

Basic Issue

When the hearing opened, about a hundred spectators, mainly from the Washington radio fraternity and the FCC, were present. Rep. Magnuson (D-Wash.) was the only absentee of the five-man committee at the outset, but he showed up later. There were a half-dozen FCC attorneys present, but not a single commissioner.

Chairman Cox, in opening the hearing, pointed out that the fundamental issue was that of freedom of speech by radio, which he characterized as no less important than freedom of the press. He said the committee would deal only with the "pillars of free constitutional government" and that it would conduct the inquiry without "fear, favor or personal prejudice". Radio itself, he declared, must be "free from fear".

Documents Offered

Following Judge Cox's statement, Mr. Garey began his detailed presentation, reading into the record all of the documents. He said that among other "widespread accusations levelled against the Commission" was the charge that it was completely dominated by its chairman and that "for most purposes it has become a one-man Commission".

Other accusations were that it is "entirely motivated by political partiality and favoritism"; that it furthers its own "political ideologies and philosophies"; that its powers are used "to reward its political friends and punish its political enemies"; that the industry has been so "purposefully terrorized by the Commission that it is enslaved and lives in an unremitting state of fear, as a result of which it acquiesces in every

(*Continued on page 45*)

Charges Against Chairman Fly Cited to Committee by Garey

Letters to Secretaries Knox and Stimson Reveal Facts Established by Committee Investigation

IN OPENING the first phase of the House Select Committee inquiry into the FCC, General Counsel Eugene L. Garey enumerated to the Committee, via correspondence with Secretaries Knox and Stimson, accusations directed largely against Chairman Fly, which are being probed. In almost identical letters written June 25, he advised the Cabinet members of data he wished to procure, and asserted that "the existence of these facts has been heretofore substantially established through investigation by this committee".

Following are the abstracted highlights of these observations, contained in the letters to the secretaries:

The insidious steps by which Mr. Fly injected himself into the control of the BWC, which he and his organization dominate, and the methods and manner in which he brought about and has since maintained that domination and control.

Mr. Fly's successful efforts in defeating the recommendations of the Army and Navy representatives to keep off the technical committees of the BWC which handled secret and confidential matters, certain proposed members who had no proper place thereon.

Mr. Fly's assumption, through the BWC, of power over the communications facilities of all Government departments, including the Army and Navy, contrary to the powers of such Board and over the vigorous protests of the Army and Navy and other Government departments.

The difficulties encountered by the military services in making wartime arrangements for military communications facilities through the BWC, as opposed to direct action by them, due to the domination of such Board by Mr. Fly.

Mr. Fly's disposition to speak for the Army and Navy due to his BWC connection; his testimony before Committees of the Congress on national defense matters contrary to the views of the Army and Navy and without authority from them; the

(*Continued on page 42*)

Staff Changes at BROADCASTING

COINCIDENT with the transfer July 5 of S. J. Paul, Chicago manager, to New York, as assistant advertising manager, BROADCASTING announces the appointment of James J. McGuinn as Chicago manager. Mr. McGuinn is a former Chicago newspaperman and for the last two years has been with the NBC Press Department in Chicago.

Transfer of Mr. Paul to New York was occasioned by the recent appointment of Maury Long as advertising manager at Washington headquarters, with added business office duties.

Wallace F. Janssen, for more than a decade editor of *The Glass Packer*, national trade journal for manufacturers of foods, drugs, cosmetics and chemical specialties, has joined BROADCASTING's news staff as news editor, functioning under Managing Editor J. Frank Beatty.

XUM

WLB Action Asked in Petrillo Record Ban

Union Head Stops Transcription Production

By BRUCE ROBERTSON

FIGHT of the transcription industry and the American Federation of Musicians was put up to the War Labor Board by transcribers last week after James C. Petrillo, AFM president, said the union will "make no more transcriptions for anyone at any time".

Attempts by the Government to mediate the 11-month-old AFM strike against recordings ended Thursday within 15 minutes of their beginning, he said.

'Not Interested'

"We aren't interested in the transcription industry," Mr. Petrillo told a press conference immediately following his meeting with J. W. Fitzpatrick, Dept. of Labor Mediator, and a committee representing the transcribers. "Their gross income is only $4,000,000 a year. The musicians got $1,100,000 of that and if we got it all we'd have only peanuts. What we want is a way to get at the radio stations who sell the records to advertisers. That's where the real money is."

Mr. Fitzpatrick told BROADCASTING that "Petrillo made it very clear in a very few minutes that the AFM is not going to make any more transcriptions." He said he had reported the failure to reach an agreement and that the case had been returned to the Dept. of Labor for subsequent action.

Reiterating the stand taken by the AFM in June, 1942, when the union notified the recording industry that it would make no records after Aug. 1, Mr. Petrillo said that that is where the union stands today. "We didn't ask for anything; we just didn't make any records," he said, adding that the AFM did not present any demands on the recorders until seven months after the strike had commenced, and that it did so only because this action had been requested by the Senate Committee investigating the strike.

Immediately following the meeting, A. Walter Socolow, attorney for the seven transcription companies who asked for Government aid in settling the AFM ban on recordings, sent the following wire to Dr. John R. Steelman, director, U. S. Conciliation Service, Dept. of Labor:

"At joint conference with AFM today, Mr. Petrillo flatly informed my clients and your representative, Mr. Fitzpatrick, that his union had no intention of permitting the manufacture of recordings of any kind at any time and under any circumstances. In view of this unambiguous statement and the announced intention of the union to destroy long-established businesses, Mr. Fitzpatrick has advised that he will report to you his unsuccessful attempts to conciliate the dispute.

"Joint conference arranged after more than three weeks delay and my clients anxious for Governmental relief. Would appreciate your relieving this intolerable situation by prompt certification to National War Labor Board. Thank you for your cooperation."

Repudiation Charged

In a prepared statement released to the press, Mr. Socolow pointed out that "in openly declaring that it was the union's purpose permanently to deprive the entire American public of all recorded music, Mr. Petrillo repudiated his testimony before a special committee of the United States Senate headed by Senator Clark of Idaho last January. At that time, in answer to a question from Senator Wheeler, he stated that it was not his purpose to stop the manufacture of recordings and agreed with Senator Wheeler that the American public would not stand for any such attempt to put an industry out of business and thereby deprive the general public of good music."

In declaring that the AFM's only quarrel with the transcription makers is their failure to point out a way in which the union can tap the revenue the broadcasters derive from the sale of recorded music, Mr. Petrillo repudiated another statement, which he made last February at the time the AFM submitted its first demands to the recording industry. Asked why the proposals contained no mention of radio, the union leader said: "We have no fight with radio. Any trouble there has been stirred up by the NAB" [BROADCASTING, Feb. 15].

The brief meeting was held in the AFM offices in New York on Thursday afternoon, 11 months to the day after the inauguration of the union's ban on recordings. Mr. Fitzpatrick represented the government. The AFM was represented by Mr. Petrillo; Leo Clusemann, secretary; Thomas F. Gamble, treasurer, and Joseph A. Padway and Henry A. Friedman, union attorneys. The transcription delegation included Mr. Socolow, representing Lang-Worth Feature Programs; C. Lloyd Egner and Robert P. Myers, NBC Radio-Recording Division; Charles Gaines, World Broadcasting System; C. M. Finney, Associated Music Publishers; George Copeland and T. S. Dwyer, Empire Broadcasting System. This committee also acted for C. P. MacGregor and Standard Radio, other companies in the group which appealed for governmental relief against the AFM strike.

Petrillo Acts

Without waiting for the meeting, however, Mr. Petrillo last week had proceeded with his campaign to prevent the making of any musical recording. On Wednesday, the AFM's 750 locals had been notified trat arrangers, copyists and conductors who are AFM members are as much bound by the

(Continued on page 49)

REMOTES OFF MBS IN WSAY DISPUTE

REMOTE dance band pickups were dropped from the Mutual network at 6 p.m. July 1, following the refusal of MBS to stop musical program service to WSAY, Rochester, as requested by the American Federation of Musicians. Reporting that broadcasts of nine orchestras were affected, Mutual filled in the time with studio programs.

Miller McClintock, MBS president, issued the following statement: "Due to labor situation at WSAY, Mutual today, July 1, cancelled as of 6 p.m. the transmission of remote pickup orchestras. This action is in accordance with normal network practice in such conditions. Mutual is not a party to the dispute. Any information should be obtained from Mr. Gordon Brown or from Mr. Petrillo."

The AFM president explained that negotiations between the station management and the Rochester AFM local had been in progress for eight months, during which time WSAY, whose musical staff consists of one piano player, had not only refused to accede to the union's request for the employment of five men but had refused to add even one more musician.

"We've been patient too long already," Mr. Petrillo said, adding that unless the strike were settled in a short time the AFM would pull its members from Mutual's studio as well as remote programs, if the network persisted in its refusal to drop its musical program service to WSAY.

Garey Lists Charges Against FCC

Virtual Reign of Terror Alleged by Counsel As Probe Opens

A LIST of 24 "accusations" against the FCC, which will be investigated by the House Select Committee, were enumerated by Eugene L. Garey, committee general counsel, in his opening statement last Friday, touching off the investigation into that agency.

Charging the FCC with a virtual reign of terror, Mr. Garey said administration of the Communications Act by the Commission has been widely and bitterly criticized and condemned, to an extent perhaps to which no other Federal administrative agency ever has been subjected.

The complaints began with the Commission's inception and have "constantly continued to grow in intensity and bitterness," he said.

Declaring it is the function of the committee to carefully examine the "prevailing evils and abuses" and their basic causes in order to intelligently find and apply a remedy, Mr. Garey then enumerated the "widespread accusations levelled against the Commission and brought to the attention of the committee for its investigation." He pointed out the committee staff has spent the last five months in intensive inquiry covering all these charges.

Important questions of policy, such as "network broadcasting, multiple station ownership, newspaper ownership, judicial decisions, practice and procedure, judicial review, personnel, and needed amendatory legislation," he said, will in due course be presented to the committee for study.

One-Man Commission

Following are the two dozen "accusations" against the FCC which will be investigated:

(1) That it has been and is so completely dominated by its Chairman that, for most purposes, it has become and is a one-man Commission;

(2) That it is entirely motivated by political partiality and favoritism in the performance of its duties;

(3) That its powers are unlawfully exercised for the purpose of furthering its own political ideologies and philosophies;

(4) That its powers are employed to reward its political friends and punish its political enemies;

(5) That the radio industry has been so purposefully terrorized by the Commission that it is enslaved and lives in an unremitting state of fear, as a result of which it acquiesces in every whim and caprice of the Commission;

(6) That the fear engendered in the industry is so great that licensees refrain from challenging unlawful and excessive acts of the Commission or from asserting their legal rights;

(7) That it acts arbitrarily, capriciously and without warrant of law;

(8) That in its quest for power it has incurred the antagonism and distrust of other Government departments and agencies;

(9) That it has sought to dominate and control the entire communications field, private and governmental, without lawful authority and

(Continued on page 49)

XUM

U. S. Local Time Pleas Up to Stations

Budget Slash to Force Closing of Field Offices

By STANLEY E. COHEN

WITH dissolution of OWI's field offices, now under way as a result of Congressional slashes in the proposed 1944 budget for the Domestic Branch, Don Stauffer, chief of the Radio Bureau, said Friday that stations must use their own judgment in scheduling war messages for local agencies of the Government. He gave a rule of thumb to help them do the job.

Stripped by a Conference Committee to a quarter of the $8,000,000 requested for 1944, extensive retrenchment was in order for the Domestic Branch. The Senate by a voice vote had restored $3,500,000 for the organization early in the week, but Conferees from the House, which had earlier voted to abolish the Domestic Branch, whittled this down to $2,750,000 of which $750,000 was for liquidation purposes. As BROADCASTING went to press, not even this sum was assured. (See story of Senate OWI hearings on page 20).

Adoption by Congress of vastly curtailed appropriations for OWI resulted last week in conferences of top officials. Curtailment of activities of the Radio Bureau is under consideration, and all field offices are to be closed by July 15.

Officials predicted that radio stations would feel the slash at least two ways. They said closing of the field offices was likely to expose stations to demands of local representatives of about 18 Federal agencies. In addition, the Radio Bureau, in all likelihood, will have to restudy its plans for transcriptions and other productions.

To aid stations in meeting time demands following dissolution of the field offices, Mr. Stauffer issued a statement Friday promising that for the present the Radio Bureau would continue to handle all national information campaigns through the Network Allocation Plan and the Station announcement Plan. Therefore, he said, stations need not feel obligated to air additional local programs supporting national campaigns.

In the face of requests for time for purely local information programs, Mr. Stauffer said, stations will have to use their own judgment, taking as many of them as they deem essential under their individual concept of public service.

Mr. Stauffer's distinction between programs supporting national information campaigns and programs of purely local interest was apparently intended as a rule of thumb for War Program Managers if heavy local demands for time should result from the liquidation of the OWI field offices, which have been clearing all Government programs of local nature. Some officials feared that agencies which felt they were slighted by OWI in Washington would establish field organizations to get additional time locally. Campaigns of this type could be headed off by broadcaster action along the line of Mr. Stauffer's rule of thumb.

The text of Mr. Stauffer's advice to stations said:

"The Radio Bureau is continuing for the time being to take care of the national needs of all Government agencies.

"Through the network allocation plan and station announcement plan, we will cover all nationwide problems.

"Satisfaction of local and regional needs of various agencies will mean individual decisions for each station, which broadcasters will perform as a public service."

In addition to the reduction of Radio Bureau activities, extent of which could not yet be estimated, most officials felt that liquidation of the field offices would eventually mean more to the broadcaster than any other item in the Congressional gnarling of OWI. The field offices had been largely responsible for administering Directive No. 2, requiring federal agencies to channel radio programs through OWI.

Despite the indicated curtailment in OWI activities, officials of the Radio Bureau expressed intention to stick to their jobs. At the director's office, too, reports were that Elmer Davis would examine the appropriation and revised program before submitting any resignation. Mr. Davis had said he would leave if the Domestic Branch were abolished, but sources close to him claimed he also intended to stay so long as there was a job to do.

The Senate Committee had reported a recommendation of $3,561,499 for the Domestic Branch and $27,003,590 for the Overseas Branch. The later sum represented

(*Continued on page 50*)

WOKO License Renewal Proceedings Center Around Transfer to Pickard

LICENSE renewal proceedings for WOKO, Albany, N. Y., began in Washington last Thursday with Harold E. Smith, president and general manager, testifying as to conditions and circumstances under which the stock of WOKO had been issued, transferred or assigned. Sam Pickard, ex-radio commissioner, and a former vice-president of CBS in charge of station relations, whose name is linked to the proceedings through purported ownership of WOKO stock by his brother-in-law, R. K. Phelps, testified on the second day.

Mr. Smith, who owns 25½% interest in the station, testified that in 1931 he and Mr. Pickard made a deal whereby 240 shares (24%) was to be turned over to Mr. Pickard, who was at that time with CBS, in return for various services, such as engineering assistance, publicity, etc. Admitting that he was aware that Mr. Pickard's ownership of stock should have been reported to the FCC, Mr. Smith testified Mr. Pickard had asked him to withhold the information and that he had been glad to do it for Mr. Pickard.

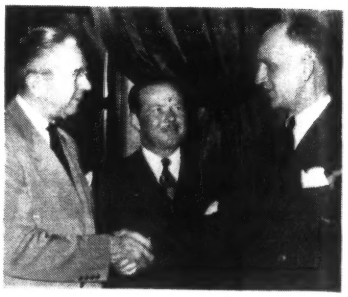
Explaining his request that Mr. Smith did not divulge his ownership in WOKO, Mr. Pickard testified that in a conversation in 1933 with William S. Paley, president of CBS and his superior, Mr. Paley had informed him that he was being "embarrassed" by Mr. Pickard's outside radio interests. As a result, said Mr. Pickard, he and his wife decided to ask Mr. Smith to hold the stock as agent for Mr. Pickard, in whose name it then was, and to keep the true ownership a secret. Mr. Pickard did not make clear his reasons for desiring to withhold the fact of his ownership in 1931-32 when the stock was in his own name, testifying at one point that he "could not recall" whether he had requested Mr. Smith not to reveal it.

Although the stock was presented to Mr. Phelps in 1934 as a "gift", making him the legal and equitable owner, according to Mr. Pickard, he admitted, when asked point blank whether Mr. Phelps had ever made any money from this holding, that he and his wife had received all dividends earned by the stock. Neither his name nor his wife's has ever appeared on Commission records of WOKO ownership.

The hearing was to be resumed Saturday, July 3, according to Marcus Cohn, FCC attorney in the case. The applicant is represented by George O. Sutton.

OUR COVER THIS ISSUE

ALL MAGAZINES with issues current on July 4 are carrying flag covers, in observance of Independence Day and geared to sale of War Bonds. Our cover design was produced by Henry S. Liebschutz, our art director. It has been entered in the United States Flag Association's 1943 Magazine Flag Cover Competition, organization and trade magazine group.



DOUBLE CONGRATULATIONS are represented in this handshake between Undersecretary of State Sumner Welles (right) and Edward Tomlinson, after they were introduced by Mark Woods, BLUE Network president, at a cocktail party in Mr. Tomlinson's honor last week at the Carlton Hotel, Washington. Attended by representatives of the industry, Army, Navy and Latin-American diplomatic corps, the party celebrated Mr. Tomlinson's appointment as BLUE advisor and analyst on Inter-American Affairs and the publication of his new book, *The Other Americans.*

WATSON, DODD BAN PASSED BY SENATE

BOWING to House demands, and rallied by the pleas of Sen. McKellar, chairman of the Appropriation Committee, the Senate last Friday accepted the amendment to the Urgent Deficiencies Bill calling for dismissal of Goodwin Watson and William E. Dodd Jr., both employes of the FCC's Foreign Broadcast Intelligence Service, and a third Federal employe, Robert Morse Lovett, 76-year old secretary of the Virgin Islands, all for belonging to allegedly subversive groups.

The amendment, as agreed to by the House, provided that no money should be paid to the three men after Nov. 15, unless they were nominated for office by the President and confirmed by the Senate. Thus, in effect, examination of the men would be moved from the House, where they have already been condemned by the Dies and Kerr Committees, to the Senate, which has never taken testimony.

On four previous occasions, the Senate has refused to accept the House's verdict on the men [BROADCASTING, June 28]. It adopted the delayed-dismissal provision 48-32 Friday after Sen. McKellar appeared on the floor with a copy of the House hearings, asserting that these records proved the men had not been condemned by star chamber proceedings.

Now Gen. Marriner

COL. ALFRED W. MARRINER, director of communications for the Army Air Forces, last Thursday was nominated by President Roosevelt for the rank of brigadier general. This was believed to indicate a possible realignment of the Air Forces' communications operation to a status similar to that which previously existed when it was a separate unit under the director of communications. Brig. Gen. William H. Harrison, AT&T vice-president was nominated.

KARM, Fresno, Cal., has appointed Edward Petry & Co., its exclusive national sales representative, as of July 2.

Don't Send a Boy

to bring home the New England Market

Big, prosperous, populous New England is worth capturing, and there is one radio station powerful enough to grab it for you. The name is WBZ.

Westinghouse Radio Station WBZ bestrides New England like a colossus — from Martha's Vineyard to the Canadian border. Its intensified 50,000 watts get action in tiny towns, on distant farms, in population centers. Its NBC and local programs pack an irresistible wallop for 95% of New England's retail outlets.

Do a man-sized job on eight million people. Send WBZ for extra New England sales.

WESTINGHOUSE RADIO STATIONS Inc
WOWO • WGL • WBZ • WBZA • KYW • KDKA
REPRESENTED NATIONALLY BY NBC SPOT SALES

WBZ
WBZA
BOSTON – SPRINGFIELD

AFA Calls for Communications Freedom

Voices Opposition To Grade Label Movement

A RESOLUTION expressing "profound concern" over the Supreme Court's decision upholding the FCC's right to determine the nature of radio traffic as well as to regulate the traffic, was adopted by the Advertising Federation of America, at its War Advertising Conference, held June 28-30 at the Waldorf-Astoria, New York. The resolution noted that "freedom of all forms of communication is apparently placed in jeopardy" and urged Congress to "make secure the freedom of communications against the possibility of capricious regulation."

The Federation recorded its unqualified condemnation of mandatory grade labeling imposed by government agencies, at the same time reiterating belief in descriptive labeling of consumer goods "which honestly informs the prospective buyer regarding the product offered for sale."

Hits 'Irresponsible'

Another resolution commended those "who have contributed so much toward making advertising an important force in the war," but deplored "the fact that the full value of these achievements has been to some extent vitiated by the advertising of a few irresponsible advertisers which reflects bad taste, vulgarity and wilful perversion of legitimate wartime themes."
[Resolutions on page 31.]

Elon G. Borton, director of advertising, LaSalle Extension U, and chairman of the AFA, opened the three-day meeting Monday noon by reading a message from President Roosevelt congratulating the Federation for the "splendid support given to many campaigns in the war effort" and urging its members "to renew and increase their contribution." "The people of the United States have only one thing to sell," the letter declared, "only one product to merchandise. That is victory at the earliest possible date."

Representative Charles A. Halleck (R. Ind.) delivered an off-the-record talk on "Brand Names, Advertising, Free Press and Free Enterprise." At a press conference preceding the meeting, however, Rep. Halleck discussed the work of the Congressional Committee to Investigate Restrictions on Brand Names and Newsprint, created by HR-98, of which he was author. Praising the part of advertising in the development of American industry and in the continuous improvement of the quality of American merchandise through business competition, he voiced vehement opposition to those who under the guise of war emergency are attempting to break down this system and pledged that grade labeling and standardization should not be allowed to sneak into the picture as a part of price control. If they should be found necessary for some products, he stated, then they should come as a mandate from Congress and not as a ruling of a wartime agency.

Col. Willard Chevalier, vice-president, McGraw-Hill Publishing Co. and publisher, *Business Week*, delivered the conference's keynote address, "Advertising in War and Postwar," at the opening session on Monday. Asserting that it took a war to bring out the real function of advertising in our economy, he said that "we are a nation of specialists and advertising provides the marketplace through which we exchange the products of our incredible activity."

He continued: "If, in time of peace, a government bureaucracy were to rule our lives as it must do in time of war, advertising might well disappear. But with it would go the distinctive freedom of choice that prevails in the American marketplace. Standard clothes and shoes, produced in standard factories under standard wages and working conditions would be worn by standardized people living in standardized homes.

Reduce Incentive

"Government officials would set schedules of production and distribution; they would supervise compliance with rules and regulations, and punish those who sought to go their own ways. Advertising would consist of bulletins listing the kinds and amounts of goods and services citizens are entitled to. Such government control would stifle initiative, reduce the incentive to invent and improve our ways of living. Living standards might well be levelled—but they would be levelled down, not up.

Must Speed Transition

"I do not believe that such a pattern is America's design for living. But we must never forget that the world of freedom we now are fighting to defend and rebuild will not just happen. We hold our liberties not by inheritance as many seem to think, but only on lease. Each one of us is called upon to contribute in his own way to win the peace, just as he now is called upon to help win the war."

One of advertising's major tasks after the war is over, Col. Chevalier said, will be to speed reconversion from war to peace as it aided conversion from peace to war. Pointing out that to reduce

(*Continued on page 39*)

SECRETARIAL BINGE took place when the girls of Mutual's Chicago office entertained Virginia Rausch Pforeresher (front row center), who left WOR's Chicago office for domestic duties. At the affair were: Front row (l to r): Ruth Peaudry, Genevieve Anderson McGivern, Virginia Pforeresher, Louise Pickler, Virginia Craft; second row (l to r): Rose Brewer, Alice Savage, Muriel Joy, Marjorie Murphy Luken, Bernice Fitzgerald; third row (l to r): Ruth Varany, Claire Oldsen, Lily Mauer, Minnie Antrim, Jane Harrington Hibbard; fourth row (l to r): Margaret Algar, Dorothy Reynolds, Marilyn Tracy, Helen Erickson, Mary Figard, Myrtle Goulet, Nancy Clyne.

Miller Asks AFA to Back NAB Legislation For Radio Freedom

A PLEA for support of the advertising industry "in securing the needed legislation so that radio can again be free" was made by Neville Miller, NAB president, at a special radio session of last week's war conference of the Advertising Federation of America. The meeting was held Wednesday morning under the auspices of the NAB sales managers division, with Lewis H. Avery, director of NAB's Department of Broadcast Advertising as chairman.

Reviewing the Supreme Court decision upholding the FCC's network monopoly regulations, Mr. Miller said its result is that "the FCC can tell broadcasters what must be broadcast, whether it be news, public discussion, political speeches, music, drama or other entertainment," and can likewise "enforce its edicts on what may not be broadcast in any one of these fields. The Commission can regulate the business arrangements by which broadcasters operate and direct the management of each individual radio station. It can issue or deny licenses based on business affiliations."

The FCC will not issue rules on program content, Mr. Miller declared, because it does not need to. "The mere fact that the FCC has this unlimited power gives it complete and effective control without the need of issuing any rules. Every radio station must come up for renewal of license every two years and failure to renew is equal to a death sentence.

"The FCC need only indicate its displeasure by referring a matter to the Department of Justice or the Federal Trade Commission. Both the Department of Justice and the FTC may report they have no power to deal with the situation, but you can bet your bottom dollar that radio stations are not going to risk loss of license to carry for your advertisers something which is perfectly legal but which the FCC for reasons of its own does not like—does not think is compatible with the 'public interest, convenience and necessity' as interpreted by the FCC."

Stating that the answer is legislation, not to set aside the network rules which have gone ino effect for good or bad, but legislation to limit the broad grant of power given the Commission by the Court, Mr. Miller outlined the NAB's legislative program, as follows:

NAB Platform

We propose an amendment limiting the Commission's jurisdiction to technical regulation in conformity with the decision in the Sanders Case. We do not believe that the Commission should have charge of determining "the composition of the traffic." We do not believe that we need the beneficient hand of bureaucracy to tell us what programs the American people should hear, nor supervise the contractual relationship between parties.

We believe a man is entitled to his

(*Continued on page 41*)

ACHIEVING A NEW HIGH IN HOOPER RATING*

17% OF LISTENERS

RATING

* According to the Hooper Continuing Measurement of Radio Listening. Sunday daytime. Winter and Spring 1942-1943.

WORL

BOSTON, MASS.

RADIO HELPS IN MUNITIONS BLAZE

KFXJ, Grand Junction Station, Serves Public By Allaying Alarm and Confusion

WITHIN a week after the Detroit race riots, in which radio played an important part in keeping the public informed of the true situation, a second big story broke in which radio again served the public well. This was the munitions explosion June 27 at Grand Junction, Col., in which two carloads of shells caught fire in the early hours of the morning and rained shrapnel over a wide area.

The confusion resulting from the bursting of shells, the deluge of telephone calls to police and OCD may be well imagined. It was at this point that KFXJ, Grand Junction, brought its facilities into use. With the permission of the Army and the cooperation of the police it went on the air with a full explanation of the explosions and repeated bulletins urging the people to remain under shelter and not to use the telephone unnecessarily.

Within a few minutes after its original broadcast, the police and telephone company reported that the number of calls was reduced 75%. Throughout the following day and evening, KFXJ continued to air bulletins warning the public to stay away from the danger area and cautioning against picking up unexploded shells as souvenirs. Listeners were advised to phone in location of shells for removal by experts. The station's activity facilitated the work of removing dangerous shells and brought high praise from the police and military authorities.

HAT INDUSTRY BUYS MORE TIME ON NETS

MEN'S HAT industry appeared to be heading towards regular network radio last week as Frank H. Lee Co., Danbury, Conn., negotiated for sponsorship of Dale Carnegie on Mutual for Lee Fine Hats, and Adam Hat Stores, New York, revealed the format for its recently purchased quarter-hour on the BLUE.

Little-known facts about well-known personalities will be presented on the Lee Hat program by Mr. Carnegie, author and lecturer. Series is scheduled for the Thursday, 10:15-10:30 p.m. period on 22 Mutual outlets, starting in September. Bermingham, Castleman & Pierce, New York, handles the account.

Adam Hats, while continuing its long-standing sponsorship of boxing bouts on a somewhat reduced basis, starting Sept. 7 will fill the Tuesday, 8-8:15 p.m. period on 134 BLUE stations with a program of jokes. Hope Emerson, Ralph Dumke and Ward Wilson will be featured, with Milton Cross as announcer, and Eddie Pola as director and producer. Title is *That's a Good One*. Agency is Glicksman Adv., New York.

Battery Prices Fixed

FARMERS were warned by OPA last week not to pay more than they did in March, 1942, for any of the new radio batteries now being channeled to rural areas. Batteries are now going to farms in large quanties, WPB says, directives having diverted 98% of those produced for civilians for that market.

War Service Dept.

WAR SERVICE Dept. created at FM station W51R, Rochester, will expand the station's war time service in the city. W51R now provides daily radio shows to war plant workers. George Driscoll heads the new department, which plans to further coordinate industry and the station.

Goodall Spot Test

GOODALL Co., Cincinnati, selected Memphis as a radio test market for Palm Beach suits Company has been running one-minute spot announcements 9-12 a week on WMC WMPS WREC. The results of the radio promotion are being checked carefully through Memphis stores. Memphis test is Goodall's first venture in radio, and if successful, company is expected to expand to other markets. Last year over $2,000,000 was spent on promotion of Palm Beach suits in newspapers. Ruthrauff & Ryan, Chicago, has the account.

Stera-Kleen on WCAU

BLOCK DRUG Co., Jersey City, on July 5 starts a test campaign on WCAU, Philadelphia, for Stera-Kleen. Agency is Redfield-Johnstone, New York.

RAYMOND CLAPPER, Mutual commentator, left London June 26 to broadcast from an undisclosed war zone. Paul Sullivan, also of MBS, is standing by to substitute for Mr. Clapper in case transmission falls through on his Monday and Thursday broadcasts for General Cigar Co.

NOT CONTRACT RENEWAL but a proposed citation for outstanding jobs done by advertisers and advertising agencies in the dissemination of war information was discussed by this trio during recent flying trip of Miller McClintock (right), MBS president, to the West Coast. Conceived by Mr. McClintock, the merit recognition would compare with Army-Navy "E" production award and serve as a further incentive as well as a tribute to the job already done. Citation-discussers are (l to r): L. Reese Taylor, president of Union Oil Co. of California, currently sponsoring Gen. David Prescott Barrows, five times per week on Mutual-Don Lee Pacific stations; Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, Hollywood, and Mr. McClintock.

P & G Revisions

PROCTER & GAMBLE Co., Cincinnati (American Family Soap and Flakes), has revised its radio promotion for the Chicago area. Company has discontinued *Painted Dreams*, quarter-hour Mon. thru Fri. daytime serial on WGN and WMAQ, and on July 5 starts sponsorship of *American Family News Reporter*, quarter-hour twice daily on WBBM, featuring Franklin Ferguson. In addition, one cut-in commercial on each of NBC *Vic & Sade*, 11:15-11:30 a.m., and *Pepper Young's Family*, 3:30-3:45 p.m. daily, will carry an American Family message on WMAQ only.

FEAST OF THE 'SEMPER FIDELIS' feted the members of KOA's "NBC Ten Year Club" with James R. MacPherson, the Denver station's general manager, as host. Of 65 employes at KOA, 11 are club members, (l to r): Carl Schuknecht—14 years; Roy Carrier—13 years; Clarence C. Moore—14 years; Robert H. Owen—14 years; Lt. Com. Lloyd E. Yoder, now on military leave—15 years; James R. MacPherson; Dale L. Newbold—14 years; Harold Austin—12 years; Francis A. Nelson—14 years; Walter L. Morrissey—14 years; Clarence A. Peregrine—14 years. Lt. Com. Jesse A. Slusser, in the Navy, is absent. Most of the Ten Year Club members have served with the station since it opened in 1924.

Latin Programs Combined on 10

Simultaneous Spanish Shows Include Network Musicals

FINAL PLANS for the simultaneous Spanish programming of five shortwave transmitters formerly served by CBS and five formerly served by NBC have been completed and in effect since July 1, according to Don Francisco, director of radio for the Office of the Coordinator of Inter-American Affairs, which supervises all broadcasting to Latin America.

Although the number of hours of Spanish programs has been cut in half, each program is broadcast on twice as many transmitters under the new plan, including shortwave stations WCDA, WRUS, WRUW, WRUL, WCRC, WLWK, WLWO, WNBI, WBOS and WGEO. These 10 transmitters represent the combined shortwave facilities of CBS NBC, Crosley Corp., General Electric Co., Westinghouse Electric Co., and World Wide Broadcasting Co. Three transmitters also will be beamed on Brazil, carrying similar programs in Portuguese.

Add Network Music

The new schedule from 5:30 p.m. to 2 a.m. daily, has retained only the musical, dramatic and news programs proved most popular with Latin American audiences. New programs include the musical portions of network commercial programs: *Pause That Refreshes on the Air*, the *Bell Telephone Hour* and the *Voice of Firestone*, all transcribed with special continuity dubbed into the commercial spots.

Ultimate programming plan calls for short news broadcasts every hour on the hour, in addition to regular quarter-hour news programs. In addition to regular shortwave commentators, there are news programs by Dr. Enrique Rodriquez Fabregat, former foreign minister of Uruguay, and Carlos Garcia-Palacios, former Chilean diplomat. Three other new programs are: *Caravan de Preguntas*, a weekly quiz program; *Pagino Feminina*, conducted by Mary Spaulding, Latin American newspaperwoman, and *La Hora del Nino*, a children's show.

RFC Funds for Crosley

THE DEFENSE Plant Corp., an RFC subsidiary, last week authorized a contract with the Crosley Corp., Cincinnati, to provide facilities costing approximately $450,000. Funds will be used for the purchase of land and construction of housing for three additional transmitters for international shortwave broadcasts, according to J. O. Weldon, acting chief of the Bureau of Communications Facilities of the OWI Overseas Branch. Title for these facilities will remain with DPC. Expansion plans of the OWI for shortwave facilities originally called for four new transmitters for Crosley, one of which has already been installed.

BALTIMORE
AND THE FUTURE

POST WAR PLANNING

Baltimore is awake to its responsibilities. It is facing realistically its obligations to the Nation at war and to its own future economic well-being.

The Baltimore business community has two fundamental objectives at this time. The first and most important is to see that the city fully measures up to the vital tasks assigned to it in the war effort. The second is to endeavor to preserve the diversification of industry and commerce which has been so important to past progress and is so essential to future welfare.

For the community as a whole, there is the Baltimore Committee for Post-War Planning, whose preliminary "Baltimore Plan" is gaining national attention.

The Maryland Branch of the National Committee for Economic Development, with the cooperation of the Baltimore Association of Commerce, is developing a systematic approach to the job of helping area industry, large and small, plan for its own economic future. The Association of Commerce has also created a Committee on Economic Stability, whose principal purpose is to help maintain Baltimore's basic diversification of business, and to provide for the continued economic balance of the industrial community.

Number Six of a Series

For further information about Baltimore of the present or future, write WBAL or the Baltimore Association of Commerce.

WBAL
50000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

DETROIT PUBLIC LIBRARY

War Ad Council Opening Drive For 'War Message in Every Ad'

Special Broadcast to Business Men July 14 Features Industry and Government Leaders

RADIO will tell the story of the War Advertising Council's drive for a "War Message in Every Ad" as business leaders in hundreds of communities throughout the country gather July 14 to hear a special broadcast by important government officials on the role that advertising can play in bringing essential war information to the home front.

The July 14 broadcast will be carried by NBC at 1:30 p.m., but will be preceded on July 6 by a closed circuit hookup on which Frank E. Mullen, vice president and general manager of NBC, and Chester LaRoche, chairman of the War Advertising Council, will explain the strategy of the "War Message in Every Ad" campaign to station executives. In announcing the broadcast, WAC said businessmen's attention would be solicited through trade associations, radio stations, newspapers, magazines and outdoor displays.

Scheduled to appear on the national hookup July 14 are Donald Nelson, chairman of the WPB; Marvin Jones, newly appointed War Food Administrator, and Elmer Davis, director of the Office of War Information, who will serve as moderator. Mr. LaRoche will also take part, representing the WAC.

Ad 'Conversion' Aim

The broadcast will be one of the highlights of an intensive campaign designed to convert at least one-third of all advertising to war themes. According to previously announced plans of the WAC, object of the drive is to recruit $500 million in paid radio, periodical and outdoor display advertising for war causes. Value of such contributions in 1942 was $250 million.

In announcing the "War Message in Every Ad" campaign last month [BROADCASTING, June 7] Mr. LaRoche said that although he was pleased with the Council's showing in 1942, "we are dealing with unprecedented needs and there is still a tremendous job to be done."

The July 14 broadcast will be designed to acquaint representatives of all media and of industry with the needs and plans of the Council. Although the WAC is using radio to get its message across, it will appeal nonetheless to other media and non-radio clients.

In accepting the invitation to appear on the broadcast, Donald Nelson commented that it would be hardly necessary for him to state that the "War Message in Every Ad" would be of enormous help to the government. "The publication by advertisers of consistent, coordinated war messages will certainly help us greatly in our efforts to speed understanding and action," the WPB chief added.

Mr. Jones welcomed the invitation as an opportunity to explain his food policies. "Only through the cooperation of the people can the wartime food program succeed," Mr. Jones said.

"If the weight and power of advertising can be thrown behind the job of securing a better understanding of government programs such as the one with which I am specially concerned, I am convinced we will be well on the way toward full cooperation on the home front."

Chicken Boners

MAKING MONEY on mistakes, KSAL, Salina, Kan., has set up a "bull-pen" for personnel—glass jar with a neatly slit lid. Through this slit pass the gentlest fines in the world, one cent for each continuity error, two cents for a boner on the air. When the accumulation is sufficient, the staff will empty the jar for an evening of chicken dinner.

Religious Discs

HEBREW Evangelization Society, Los Angeles (religious), supplementing its schedule of 20 stations, on June 28 started sponsoring the transcribed 30-minute program, *Hebrew Christian Hour*, on WMMN WHBQ WIBC WJOB KMMJ WTRC, with KCKN added July 5. Contracts are for 52 weeks. Agency is Tom Westwood Adv., Los Angeles.

THEY WANT to be Miss Greater Cincinnati, these lovely ladies surrounding L. B. Wilson, owner of WCKY, Cincinnati, sponsor of the annual health, beauty and talent contest to pick Miss Greater Cincinnati for the Atlantic City "Miss America" contest. That giant cigarette? It symbolizes WCKY's part in "Smokes for Service Folks" show.

Age, Sex of Listeners Studied for G-F Shows

INFORMATION on age and sex of listeners rather than count of sets tuned, gives significant data on what product should be promoted on a particular show, according to Pulse of New York in a survey for *The Aldrich Family* and *Maxwell House Coffee Time*, on NBC Thursday nights 8-9 p.m.

The Aldrich Family was found to have the younger audience with 35% of the listeners in homes surveyed under age 20; 14% between 20-29; 41% between 30-44, and 10%, 45 years or over. Listeners were 62% men and 38% women.

Maxwell House Coffee Time was found to have more listeners in the 30-44 age group—36%. Listeners under 20 totalled 26%; those 20-29, 10%, and those 45 or over, 28%. Men represented 42% of the total, women 58%.

WCFI, Pawtucket, R. I., has named William G. Rambeau Co. as national sales representative.

Lever Renews Five

LEVER BROS. CO., Cambridge, Mass., announced last week the renewal of five of its programs on CBS, two on the full network, Burns and Allen and *The Mayor of Our Town*, and three daytime serials, *Big Sister*, *Bright Horizon* and *Aunt Jenny's Real Life Stories*. Heard for Swan Soap through Young & Rubicam, New York, Burns and Allen will take a summer hiatus July 29 from its Tuesday 9-9:30 p.m. spot, to be filled by CBS with a sustaining program *The Colonel*, starring Col. Stoopnagle. *Bright Horizon*, also for Swan, is heard five times weekly on 46 CBS stations, 11:30-11:45 a. m. Promoting Lifebuoy Soap and Rinso, *The Mayor of Our Town* is heard Wednesdays, 9-9:30 p. m., and for Rinso, *Big Sister* is broadcast Monday through Friday, 12:15-12:30 p.m., on 71 CBS stations. The third Lever serial is on 51 CBS stations, Monday through Friday 11:45 a.m.-12 noon for Spry. The three latter programs are all handled by Ruthrauff & Ryan, New York.

Coffee Companies Returning to Air

General Foods Resumes With New Show on Full NBC

AS A RESULT of increasing coffee imports lifting the individual ration to a pound every three weeks, coffee companies are coming back on the air.

Marking probably the first time a sponsor has started a summer hiatus and then returned to its network spot after two weeks, General Foods Corp., New York, is resuming the Thursday evening 8-8:30 p.m. period on NBC with a new show for Maxwell House Coffee, although its regular *Coffee Time* series has been off the air since June 17.

The new program, starting July 8 and titled *Blind Date*, will feature Arlene Francis as m.c. and Arnold Johnson's Orchestra. Six servicemen from the studio audience will be placed on one side of a partition to talk via phone to three girls on the other side. The three male winners succeeding in getting dates with the girls in a two-minute conversation can take them to New York's famed Stork Club with General Foods footing the bill.

Using Full Hookup

The full NBC network will be used for *Blind Date*, if local stations which may have arranged summer fill-ins in the two-week interval can clear the time. NBC's sustainer *Words at War*, which has been broadcast since June 17 in that period will be shifted July 10 to Saturdays 8:30-9 p.m., while *Hot Copy*, another sustainer, will be moved from the Saturday period to Mondays at 11:30 p.m. Agency for Maxwell House Coffee is Benton & Bowles, New York.

Noting the various coffee advertisers which have either gone back into radio or have increased schedules in the past two months, Standard Brands, New York, has started a new serial entitled *The Open Door*, on NBC in the interests of Chase & Sanborn Coffee; S. A. Schonbrunn & Co., New York, for Savarin and Medaglia D'Oro Coffees, is using extensive spot announcements and weekly programs in the New York area; Eppens Smith Co., New York, for Holland House Coffee, has gone on the air for the first time on *The Food Forum* on WOR, New York; Wm. S. Scull Co., Camden, N. J., for Boscul Coffee, is using newscasts in three markets, and Joseph Martinson Co., New York, has returned to the air with extensive spots on WOR, for its Martinson's brand.

Prudential Sub

MARK HARRELL, baritone, replaces Gladys Swarthout as singing star on CBS *Prudential Family Hour* while she vacations for six weeks starting July 18. Program is sponsored on CBS Sunday, 5-5:30 p.m. by Prudential Insurance Co. Agency is Benton & Bowles, New York.

The DENVER Market ONE OF THE TOP TWENTY

FIRST 20 MAJOR TRADING AREAS

In Order of 1942 Retail Sales Volume*

1.	New York	$6,707,850,000
2.	Chicago	3,080,204,000
3.	Philadelphia	2,339,203,000
4.	Los Angeles	2,263,720,000
5.	San Francisco	1,602,487,000
6.	Detroit	1,541,304,000
7.	Cleveland	1,386,564,000
8.	Pittsburgh	1,378,780,000
9.	Boston	1,329,140,000
10.	Minneapolis-St. Paul	1,115,629,000
11.	St. Louis	998,145,000
12.	Seattle	935,433,000
13.	Milwaukee	915,984,000
14.	Baltimore	905,848,000
15.	Washington, D. C.	886,812,000
16.	Kansas City	870,867,000
17.	Portland, Ore.	794,901,000
18.	Springfield, Mass.	711,779,000
19.	Cincinnati	622,096,000
20.	Denver	595,252,000

* Sales Management estimate. Copyright Sales Management Survey of Buying Power; further reproduction not licensed.

ONLY 19 other major trading areas in the U. S., out of a total of 187, exceed the Denver market in sales importance.

This position of importance automatically earmarks the Denver market for inclusion in any sales program of national scope, or in any of near-national character.

Eighty-six percent of the 100-county Denver market's $595,252,000 in retail sales last year was transacted in the 65-county primary area of KLZ. In the 11 cities of this area last year, the people did a particularly fine buying job, exceeding the national average in total sales per capita by 52.4%, in drug sales by 82.4%, and in grocery sales by 23.1%. With retail sales in Colorado for the first four months of 1943 already 23% ahead of last year, they're doing an even better job this year.

KLZ does a particularly fine job of selling in this market, penetrating it with the mass and weight of 1,254,937 family-listening-days-per-week (CBS 1942 Coverage Audit). KLZ does the kind of job which makes good advertising in this good market exceptionally economical and profitable . . . and good business.

KLZ

Denver

5,000 WATTS—560 Kc.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO. AND WKY OKLAHOMA CITY ■ REPRESENTED BY THE KATZ AGENCY, INC.

Advertising Leaders Rally for OWI

Miller, LaRoche, West Ask Senate to Save Radio Bureau

STRONG SUPPORT for the OWI's radio bureau was given at Senate Appropriation Committee hearings in Washington June 26, when Neville Miller, president of the NAB, and leaders of other media associations came to the aid of the embattled Domestic Branch, fighting for restoration of its 1944 budget appropriation which the House had killed the week before. [BROADCASTING June 21, 28].

The fight for OWI was led by its chief, Elmer Davis, flanked by Palmer Hoyt, new head of the Domestic Branch, and Gardner Cowles, Jr., retired Domestic Branch chief. Among the industry spokesmen appearing in behalf of the agency, in addition to Mr. Miller, were Chester LaRoche of the Advertising Council, and Paul West of ANA. Presidents of all four major networks had previously telegraphed endorsement of OWI to Sen. McKellar (D.-Tenn.), chairman of the Senate committee. [BROADCASTING June 28].

Fly Gives Support

Beside official statements to the Senate in behalf of the agency, media leaders and other prominent persons publicly voiced their confidence in OWI. Without solicitation, Chairman James Lawrence Fly of the FCC volunteered to his news conference last Monday that "the Domestic Branch of the OWI is doing a very essential job and it is certainly my impression that they are doing it in a very splendid manner."

A comprehensive review of the job advertising is doing for the war was given at the hearings by Chester J. LaRoche, chairman of the Board of Young & Rubicam, who appeared in his capacity of chairman of the War Advertising Council, a job he fills without pay. Mr. LaRoche warned the committee that "to ignore the fact that the home front needs coordinated, planned information, that all media and all channels must be used effectively" would be "a serious mistake which will have grave repercussions."

"Not to use fully and intelligently in a total war the unequalled information channels this country offers would be tantamount to a military error," he declared.

In testifying for OWI, Mr. LaRoche assured the Committee that the War Advertising Council "represents no political party, no pressure group, no special interest, no selfish axe-grinders." He said the Council did not speak from any ivory tower but out of a year and a half of practical experience.

Mr. LaRoche confined his remarks to the work of the Radio Bureau and the Office of Program Coordination, both of which he praised highly. Asserting that the WAC was not interested in whitewashing or condemning any agency, but was calling its shots as it saw them, he stated that if the Radio Bureau were discontinued, there would be a return to the chaotic state which forced its formation in the first place.

The Radio Bureau performs a function of fact gathering, scheduling and coordination which is essential to any orderly presentation of information via radio, Mr. LaRoche told the committee. It issues to advertisers and advertising agencies well-organized, clear-cut, sensible information on which all war related radio messages are based, he said.

Advertisers Contribute

Its fact sheets, issued on each government information project, form the raw material from which advertising agency writers prepare the actual messages, he explained. These messages then are read on the country's top-rating national radio programs, with time donated by the advertisers. In many cases, Mr. LaRoche told the Senate group, the advertisers use this material as the base for their entire show.

Mr. LaRoche told the Committee that 120 advertisers are contributing time on 202 coast-to-coast network programs every week. These shows bring 115 messages weekly to an average audience of 300,000,000 listeners weekly. He said that in addition to carrying these war messages, over 70 advertisers have contributed, at various times, their entire shows to information projects without any mention of their products.

In addition to fact finding for these programs, Mr. LaRoche said OWI's Radio Bureau scheduled the network allocation messages. He described this job as "somewhat like planning the moving traffic for a railroad system of enormous size." It had to be done on a scientific basis whereby the audience reached is allotted in proportion to the importance of the message.

If this were discontinued, he warned, the result would be almost as though the dispatching system of a railroad were suddenly scrapped, and every engineer decided on his own where he should take his train to do the war effort the most good.

Praises Stauffer

Mr. LaRoche referred to Don Stauffer, vice president of Rauthrauff & Ryan, serving as chief of the Radio Bureau, as "one of the most competent men in the radio industry." He said the Radio Bureau makes mistakes, "but the function it performs in bringing order and sense into a highly complex operation involving all this country's radio stations is essential. If OWI did not do it, somebody would have to," he commented.

Mr. LaRoche had high praise for the OWI's Office of Program Coordination, which he said handled 34 of 36 government information campaigns in which the WAC cooperated. He said its staff, now totaling 27, "has done as outstanding a job as has been done in Washington." According to present plans, he said, this agency would have at its disposal about one-third of the total of peacetime advertising.

"In other words," Mr. LaRoche explained, for a government investment of a few thousand dollars, it will receive in return advertising worth 500 million dollars. This is the kind of bargain the government cannot afford to lose."

Repeatedly, Mr. LaRoche emphasized that news columns alone could not do the war information job. He said news can be rewritten, blue-penciled, thrown away. "The job ahead is the most gigantic information job any country has ever faced, and can be accomplished only by intelligent, skilled use of both news and advertising media."

"Through the combination of news and advertising, the media of radio, newspapers, magazines and outdoor, this country has a weapon that makes insignificant anything the enemy has to offer," he declared. "This gigantic system of quick communication between the people and their leaders, properly used, is one of the bulwarks of a democracy in time of war. Without cooperation by the people, democracy becomes unworkable in war time. And without intelligent understanding, cooperation becomes an impossible dream."

Valuable Service

Speaking for NAB, Mr. Miller warned the Senate committee that failure to continue the work of the Radio Bureau "would produce a chaotic condition" and the result "would be very detrimental to the war program."

He told the Senate that he had communicated with the Board of Directors of NAB and "based on their replies and other information, could say that the "Broadcasters are practically unanimously of the opinion that the Radio Bureau of the OWI has done an exceedingly good job in program coordination and clearance activities and has produced a condition which is vastly superior to the chaotic condition which existed prior to the commencement of these activities.

"Broadcasters and advertisers early offered their cooperation to the government" Mr. Miller continued, "and over the last several years have contributed radio time valued at millions of dollars to assist in campaigns and other activities in connection with the war programs."

Pointing out that an agency was needed to coordinate the requests and needs of Government agencies, and to determine the relative importance of the various campaigns, Mr. Miller said "The radio bureau assumed that task and by the creation of the Program Allocation Plan and in other ways has rendered a service of the greatest

(Continued on page 32)

NEWS GETS ALL EYES AT the intersection of 42nd St. and Seventh Ave., New York, as Press Assn. material, provided by BLUE and WJZ, appears in lights on a flash tape running around the corner of the Trans-Lux Bldg. Surrounded by advertising space for Coca-Cola (Blue client), which pays most of the bill, the bulletin operates in non-dimout hours with network and station names given between news items. On hand for the first flash are (l to r): Bert W. Roth, Trans-Lux Corp., lessor of the equipment; Theodore H. O'Neil, news director, Press Assn.; Felix W. Coste, vice-president, Coco-Cola Co.; Jacob Starr, Art Kraft-Strauss Sign Co.; Edgar Kobak, BLUE executive vice-president.

Buck in Bag

WHITE canvas bag containing a silver dollar and bearing a large green tag was delivered to the desks of radio editors last week by Tom Fizdale Inc., New York, publicity agent, as advance promotion for the Judy Canova show, which replaces the Al Jolson program July 6 for 13 weeks. Tag read: "Betcha' a Dollar Judy Canova will make you holler on her brand new Colgate program Tuesdays 8:30 p.m. over the CBS Net."

YOU CAN HEAR A HOG-CALLER THREE MILES AWAY* —

BUT— YOU CAN'T ALWAYS HEAR A DETROIT OR CHICAGO RADIO STATION IN THE GRAND RAPIDS-KALAMAZOO AREA!

Up close, any self-respecting hog-caller can break your eardrums. But from 150 miles, even a 50,000-Watt radio station can sound mighty puny.

The Grand Rapids-Kalamazoo area, the center of the Western Michigan market, is more than 150 miles from either Chicago or Detroit. Besides that, we've got an infamous fading condition around here.

But over one million consumers are concentrated in our area. They all want radio. So what do these folks do? They stay tuned to *WKZO*. WKZO is on the spot. It's got 5000 Watts at 590 KC . . . grand Columbia entertainment . . . and consistent reception in every part of its market.

If you want Western Michigan, then you want WKZO! Write us—or Free and Peters—for all the facts!

The Kalamazoo-Grand Rapids Area is the home of 1,483,509 better than average consumers who vastly prefer WKZO to any and every other radio station, either "outside" or "inside" the Area. Write for "The Tale of Three Cities".

WKZO covers all Western Michigan, with studios in

KALAMAZOO and GRAND RAPIDS

5000 WATTS • 590 KC • CBS

JOHN E. FETZER, President and General Manager

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

** Want the proof? Drop us a line!*

Purely PROGRAMS

WGY, Fort Wayne, dressed up its broadcast of the 13th annual WGL-Allen County Spelling Bee with group singing, audience interviews, talks by city officials and a lively m.c. Sponsored by City Utilities, Fort Wayne, grade school pupils from city and county schools competed in an old-fashioned spelling bee enhanced with radio showmanship.

* * *

Sidelights

TRANSCRIBED from special proceedings at St. Louis war plants and aired over KSD, St. Louis, a series on St. Louis war industries carried out-of-the-spotlight happenings during the awards of Army-Navy Es to several firms.

Farm Classified

BROADCASTING classified ads to appeal primarily to farm homes, the *Killian Farm Ad Program* on WMT, Cedar Rapids, has moved into its second year with time increased to 30 minutes. The ads, sent in by listeners who wish to sell, trade or buy, are put on the air free of charge and commercial copy advertises the mail order department of the Killian Co., a department store.

Airing Archie

BLUE has replaced *Hop Harrigan* in the 4:45-5 p.m. section of its late-afternoon strip of children's programs, with a five-weekly, quarter-hour dramatization based on the comic strip "Archie". Character was introduced in 1939 in a magazine of the same name which now has an estimated 2,500,000 readers. Series is only sustaining show on BLUE in the 4:45-6 period for children.

WCOV
CAPITAL BROADCASTING COMPANY, INC.
Affiliated Columbia Broadcasting System
MONTGOMERY ALABAMA

Mr. Basil A. Caparell, Sales Manager
International News Service
235 East 45th Street
New York City

Dear Mr. Caparell:

We would like to take this opportunity to congratulate you on the splendid service and coverage that International News Service is rendering its clients.

We wish to compliment you on the special services, excellent coverage of both foreign and domestic fields, with which you have furnished us since we have been subscribers to your service.

With very best wishes, we are,

Sincerely yours,

CAPITAL BROADCASTING COMPANY, INC.

Bill Covington

G. W. Covington, Jr.
President

GWC:ebr

Thanks, Mr. Covington

INS

Toward Rehabilitation

USE and conservation of Minnesota's natural resources and the role they play in helping rehabilitate the war-torn world is the subject of *Land Alive*, a series of 39 dramatic shows now being transcribed by KSTP, Minneapolis-St. Paul, for the state department of conservation, to be aired next fall. One of Minnesota's conservation heads will appear briefly on each program.

* * *

Culls

HIGHLIGHTS from the day's news commentaries are presented on WBYN, Brooklyn, with full credit given to the commentator quoted and to his stations, in a six-times weekly late evening program, *The Commentator's Say*. Similar program in the late afternoon culls material from by-lined columns appearing in New York papers, with due credit going to columnist and newspaper.

* * *

Theatre Prop

LITTLE THEATRE movement in Cincinnati, sagging because of the war, received a prop from WSAI in a new drama series known as "The WSAI Summer Playhouse—The Little Theater on Croslev Square." Written by members of the WLW-WSAI continuity staff and produced by the writers and station production men, plays are broadcast from an air-conditioned auditorium studio.

* * *

Soldier Letters

LETTERS WRITTEN to mothers by their boys in service are the basis for a new quarter-hour series at noon Tuesdays and Thursdays on WIP, Philadelphia. Called *Our Boy in the Army* the program, conducted by Mrs. Florence W. Kane, includes inspirational letters covering experiences of soldier sons from the time they report at reception centers.

* * *

Surge of Youth

FROM $60,000 to $400,000 a month in Bond purchases is the record by Portland, Ore., public schools since KGW, Portland, began its *Schools at War* series. School talent, bands, orchestras, choirs, soloists, etc., with a different school featured each week, comprise most of the program's talent. War effort successes of each school are also related.

* * *

Father's Day

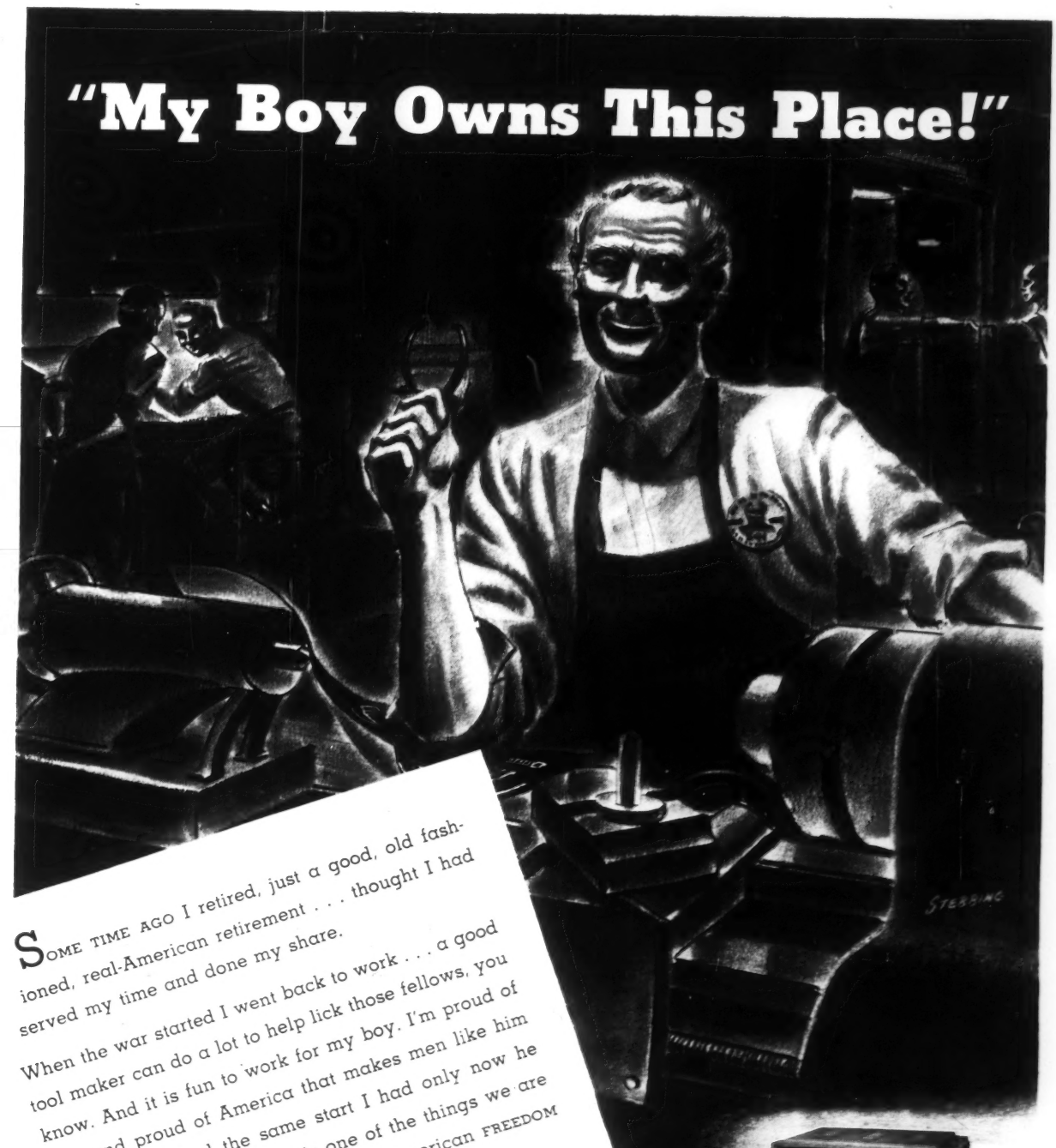
SOUVENIRS were given to winners of a Father's Day contest conducted by WJNO, West Palm Beach. The station carried a series of announcements and programs from May 30 to June 5 to determine the county's youngest and oldest fathers, father with most children and one with most children in service.

* * *

Laucks to Future

TITLED *Look To The Future With Laucks*, a new program on KIRO, Seattle, dramatizes research achievements in stories out of the laboratory of the sponsor, I. F. Laucks Inc., makers of synthetic resins, etc. Effect of the research on the war and post-war living is brought out. Al Amundsen of the KIRO staff is producer.

"My Boy Owns This Place!"



SOME TIME AGO I retired, just a good, old fashioned, real-American retirement . . . thought I had served my time and done my share.

When the war started I went back to work . . . a good tool maker can do a lot to help lick those fellows, you know. And it is fun to work for my boy. I'm proud of him and proud of America that makes men like him possible. He had the same start I had only now he owns this shop. And that is one of the things we are all fighting for—to preserve that American FREEDOM of opportunity.

Pardon me, I've got work to do now. When the war's over look me up—on the front porch.

hallicrafters
CHICAGO, U.S.A.

BUY MORE BONDS!

... Serving America's Great War

BASIC STATIONS: COLUMBIA BROADCASTING SYSTEM ★ G. A. RICHARDS, PRES.

The Great Stations of the Great Lakes

KMPC, BEVERLY HILLS, CALIF.—UNDER SAME MANAGEMENT

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVE

Editorial

All In a Day's Work

RADIO, because of its speed, fire-side intimacy and public confidence, is accepted as a servant of the public. It performs its role in a thousand ways, now taken for granted. As a good Samaritan it gets rare types of blood in individual life-and-death cases, or it fills blood-banks for sorely needed war supplies. These are daily occurrences.

In the last fortnight there developed two emergencies in which radio performed with merit and resourcefulness. In Detroit, a race-riot was quelled, with radio given much of the credit. Out in Grand Junction, Col., two carloads of munitions caught fire and rained shells and shrapnel over a wide area. There the only station—KFXJ—pitched in, cooperating with the Army and the local authorities. People were urged to remain under shelter and not telephone unnecessarily. Within a few minutes telephone traffic abated 75% and hysteria was averted.

The Detroit riots, cropping from the zoot-suit flareups, saw all six stations [WJR, WWJ, WXYZ, WJBK, WJLB, CKLW] working in harmony with Government authorities. There was bloodshed, but radio played down the violence. A six-station hookup was arranged in 30 minutes for official pronouncements. People were warned to stay off the streets and refrain from spreading rumors. Public officials said it might have been much worse had it not been for radio's reassuring voice.

In war or peace, flood or pestilence, radio is on the job. Radio seeks no medals. It's all part of a day's work, devoted to the public welfare. It's part of radio's job as an *essential* industry.

Jimmy Horns In

JIMMY PETRILLO, who rates as a sort of buffoon or court-jester in labor czardom, is certainly teaching the boys of the realm a few lessons.

For nearly a year (come this Aug. 1) the ex-trumpeter has ducked all efforts toward arbitration of his recording strike, making outlandish demands which he knew would come to naught. Finally, he condescended to sit down with a Labor Dept. conciliator, by engagement. But simultaneously, he reached out to tighten the recording strike stranglehold by enticing vocal artists, admittedly outside his jurisdiction, not to make recordings or transcriptions without instrumental accompaniment. And, to tie the knot even tighter, he's gone to arrangers and copyists of music, asking them not to work on special arrangements for recordings.

All this happened on the eve of conversations with John W. Fitzpatrick, Labor Dept. conciliator, named at the instance of the transcription companies who had despaired of settling the recording ban without governmental intervention. The question of good faith, of course, comes into play.

Is Jimmy tightening the strike to place himself in a better bargaining position? Or is he simply seeking to provoke an impossible situation—one that can't possibly be resolved through negotiation?

The AFM head has said repeatedly he would call off the ban only if the President, as commander-in-chief, asked him to do so. He has brushed aside contentions of Government officials that the ban is detrimental to war-time morale. He claims he is only trying to get more money for union musicians for "unemployment relief", when he knows full-well that unemployment in these days of excruciating manpower shortages is a consummate myth.

If the "name singers" go along with the AFM boycott demand, it will only be because they have been misled, and do not understand. Practically without exception, they owe their popularity to radio and to their recordings. Radio makes the names; not the reverse. That was proved beyond doubt in the ASCAP fight.

The utter unsoundness of the Petrillo position has been belabored aplenty in these columns. The last Petrillo demand, after his ambitious "private WPA" plan had evaporated because of its utter futility, was that manufacturers of transcriptions agree that they will prevent their recordings from being used by any person who doesn't employ a quota of union musicians satisfactory to AFM. It's the secondary boycott applied to non-network stations, pure and simple.

A war is on. To many people the Petrillo controversy, unlike the John L. Lewis antics, is a trifling dispute. Actually it is a war issue because it affects the ability of an industry, important in the maintenance of public morale, to perform maximum service.

We agree there's been too much trifling—trifling with Petrillo. The War Labor Board should settle the matter promptly—lest Jimmy pull in on his strike the Northern India insect, *Tachardia Lacca*, which exudes the war-scarce shellac from which the record is made.

Suppressed

AT HIS press-radio conference last week, the President did something more than scold the nation's newsgatherers. He lumped radio commentators and analysts with columnists and reporters.

Mr. Roosevelt's dislike of the press is practically historic. Seldom, however, has he lashed out at radio reporting. Radio, unlike the newspaper, has no editorial page. Radio, like the newspaper, however, does a comprehensive coverage job because the reporting is done by the same press associations. It's because things haven't gone so well on the home front lately that he now strikes at news handling on an all-inclusive basis.

The Presidential attitude has been manifested in many ways. The FCC effort against newspaper-ownership is part of it. Chairman Fly, on a sort of miniature basis, has mirrored it in his dealings with the press. The Frankfurter opinion is in line with this thinking. Elmer Davis' unwise Newspaper Guild speech was in the same vein. The AP anti-trust suit reflects it.

Small wonder then, that both the newspaper and radio industries are concerned whither we're headed.

Our Respects To —

JOHN EARL FETZER

WHEN A FELLOW has spent 25 of his 42 years in one field, we imagine he's entitled to the sobriquet "pioneer" or maybe "native son". That's the radio story of John Earl Fetzer, who founded, developed and now operates WKZO, Kalamazoo.

It was as a radio ham, age 17, that Johnny took his first fling at pioneering in 1918, and he's been in radio since. He held licenses for the amateur stations W9FD and W8AZ. And he's run the gamut of radio—as announcer, program director, sales manager, general manager and president of his company. That's totally aside from his prowess as an engineer, first, last and always.

This six-foot-two Hoosier, turned Wolverine, has been a well-known figure in radio since its start. The real measure of radio pioneering goes back to the Hoover Radio Conferences of the early 20's, when broadcasting had its first taste of regulatory allocation. Johnny was there. He was quite a basketball performer in his Hoosier days. He developed then his business axiom: "A goal at a time". It's worked pretty well too, his associates will tell you.

Back in 1925, when 24, John did research in Europe, covering the radio field in England, Holland, Germany, Switzerland and France. His studies of the economic, social and engineering aspects of European broadcasting methods contributed to the early development of the American radio system.

WKZO had its beginnings during World War I but it was not until 1931 that the station was established. There is a lot of history behind it. Its applications for full time operation pioneered a great deal of radio law. Recently when WKZO expanded operations, tribute was paid to its founder and owner by city officials of Kalamazoo and Grand Rapids. The growth of the station was characterized as "The story of man and his dream—a tale of two cities and the tower between."

Efficient management of his own properties is the key to John Fetzer's many activities in radio. (In addition to his Michigan station, he is vice president of KXEL, the new 50,000-watt station in Waterloo, Iowa.) He has incorporated his policies of operation in a 72-page treatise entitled "Standards of Practice" which is the "Bible" for WKZO on all phases of business administration, programming, copy, news, engineering, and about everything else that concerns the operation of a broadcasting station. John points to this volume when

(*Continued on page 36*)

Keep 'Em Swinging!

AMERICAN INDEPENDENCE DAY, 1943! . . . American aces soar the fleecy clouds over a war-drenched world . . . Gallant tars of the Navy plough their ships through mighty oceans . . . Fearless tank crews thunder over endless acres . . . Determined infantrymen pound over countless miles behind a curtain of hell hung by their brother artillerymen . . . And why? . . . That men might be free? . . . Sure! . . . But rising above the din of commotion and the theories of master diplomats is the faint rustle of tiny skirts . . . the picturesque trail of golden curls tossed by a bloom-scented summer breeze . . . blue and brown eyes sparkling with innocent glee . . . smile-caressed mouths that are held breathless with delight . . . And why all this? . . . Because the tikes of freedom-loving American men and women swing high and swing low through the God-given air of a nation born on the threshold of a new world . . . That's why Americans fight . . . That's why Americans work . . . That's why we should Keep 'em flying . . . Keep 'em rolling . . . Keep 'em marching . . . TO KEEP 'EM SWINGING!

We at WWVA are proud to be a cog in the giant wheel of radio that has accepted the challenge to help Keep 'em Swinging. It is a thrill that adds to the satisfaction of a routine but not commonplace job, well done!

50,000 WATTS

Effectively Serving the Great Steel and Coal Belt of a Great Nation!

BASIC BLUE NETWORK

WWVA
WHEELING, W.VA.
50,000 WATTS
IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT
A FORT INDUSTRY STATION

JOHN BLAIR & CO. REPRESENT US

OTHER FORT INDUSTRY STATIONS

WSPD—Toledo, Ohio WAGA—Atlanta, Ga. WMMN—Fairmont, West Va. WLOK—Lima, Ohio WHIZ—Zanesville, Ohio

XUM

Personal NOTES

WILL THOMPSON, former manager of KROY, Sacramento, now a commissioned officer in the Navy, has relinquished his interest in the station. Mrs. Royal Miller, wife of the station owner, is now in complete charge.

JAMES EATHERTON, commercial manager of WCBI, Columbus, Miss., is to report for Army induction about Sept. 1.

GENEVA HOLT, new to radio, has joined the commercial department of KOMO-KJR, Seattle.

NATHAN W. BRANDON, commercial manager of WSAV, Savannah, has completed a special four weeks training course in air transportation and has left for Miami Beach to enter the Army Air Forces OCS.

POLLY WALTER, personal secretary to Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, Hollywood, and Sgt. Edward Lane were married in Los Angeles June 26.

CHET PETERSEN, sales production manager of KTFI, Twin Falls, Ida., has resigned that post to attend the current six-week NBC-UCLA Radio Institute, Hollywood.

CARL NIELSEN, formerly of KJBS, has replaced Don Staley as sales representative of KPO in San Francisco. Staley has gone east for Navy training for a commission.

"HM-M-M! THIS NEW WDAY DATA BOOK SAYS US RED RIVER VALLEY HAYSEEDS DO 45.9% OF ALL RETAIL BUYING IN NORTH DAKOTA, SOUTH DAKOTA AND MINNESOTA!* BETTER WRITE FER YOUR COPY NOW!"

*EXCEPTING COUNTIES CONTAINING MINNEAPOLIS AND ST. PAUL.

WDAY

FARGO, N. D.—5000 WATTS—N.B.C. AND BLUE AFFILIATED WITH THE FARGO FORUM

FREE & PETERS, NAT'L REPRESENTATIVES

NAB Post to Coombs

CLYDE F. COOMBS, vice-president and manager of KARM, Fresno, has been named sales managers' chairman of the NAB for the 15th district. He also has been elected a director of the Fresno Rotary Club and will serve as program chairman for the next year.

E. D. JOHNSTON, attorney in the Washington law offices of Horace L. Lohnes, has joined the Washington firm of Kirkland, Fleming, Green, Martin & Ellis, headed by Louis G. Caldwell.

FREDERICK E. WESTER, former sales manager of Purity Bakeries, New York, has joined the sales staff of Joseph Hershey McGillvra, New York, station representative.

HELEN LEE SMITH, assistant to Kingsley F. Horton, sales and program manager of WEEI, Boston, has resigned after 10 years with the station.

BEN BYERS, former trade press representative of NBC Hollywood, is now a Flight Officer with the U. S. Air Forces in England.

STEVE MITCHNER has joined the sales staff of CKBI, Prince Albert, Sask.

E. R. (Bert) FERGUSON, general manager of WJPR, Greenville, Miss., is to join the Navy in about two months, the exact date not having been definitely set, as erroneously reported to BROADCASTING last week. Emmet H. MacMurry is to join WJPR July 1, and will assume the duties of general manager when Mr. Ferguson leaves for the Navy.

Fagan Named by CBS To Administrative Post

WILLIAM J. FAGAN, assistant sales manager of CBS, has been named administrative manager of sales for the network by William C. Gittinger, CBS vice-president in charge of sales. Previously with United Press, Mr. Fagan joined CBS in 1929 and has served in a sales capacity and as sales service manager.

Mr. Fagan

Leonard Erikson, who in March was appointed network sales manager for CBS, on July 8 will transfer to New York from Chicago where he has been working with W. Donald Roberts, recently shifted to Chicago to become western sales manager.

Gibson for Lowell Thomas

HUGH GIBSON, former ambassador to Brazil, and co-author with Herbert Hoover of *Problems of a Lasting Peace*, was called upon last week to substitute on the BLUE for Lowell Thomas, who left unexpectedly on a two-week aerial tour of South America. Mr. Gibson will continue to be heard on Mr. Thomas' regular evening period on the BLUE under sponsorship of Sun Oil Co., until the latter's return. Arrangements are being made to have Mr. Thomas picked up from several of the cities on his route.

BOB STANTON, NBC announcer, during first two weeks of July is substituting for vacationing Bill Stern, NBC director of sports, on his WEAF and NBC broadcasts. H. V. Kaltenborn, NBC news analyst, will handle Stern's NBC *Sports Newsreel of the Air* for Colgate-Palmolive-Peet Co.

BEHIND the MIKE

DOUGLAS GEOFFREY BRIDSON, BBC features department, London, is in Canada working on special features for the BBC Home Service.

STANLEY MAXTED, BBC producer, formerly with CBC, has returned to England after a short stay in Canada.

DORIS FRAME, continuity chief of CKBI, Prince Albert, Sask., was recently married to Leading Airman Dan Donnelly, R.C.A.F.

EDWIN L. STEVENS, public speaking instructor at Rutgers U. and Victor B. Cantor, formerly in the movie field, have joined WHOM, Jersey City, as announcers.

GEORGE SNELL production chief of KDYL, Salt Lake City, is the father of a boy.

ROY DRUSHALL has been promoted to chief announcer of KDYL, Salt Lake City.

JACK BANNER, publicity director of WNEW, New York, before joining the U. S. Maritime Service, has been named assistant public relations officer of the training organization of that branch of the service.

LEWIS FISHER, announcer of WCAU, Philadelphia, before becoming a lieutenant in the Navy, and Helen Kohn, were married in Philadelphia last week upon his return for a two week leave.

RAYMOND KAYE, announcer of WIP, Philadelphia, left July 2 to join the Army.

JOHN T. ORR, program director and traffic manager of WFOR, Memphis, has been named program director of WHBQ, Memphis, replacing E. H. McMurray.

TOM TERRIS, world traveler, is heard on the BLUE in a weekly program, *We Americans*, in which he uses material gathered during his travels to describe the routes now being followed by our fighting forces. Series is shortwaved abroad by the Army's Special Service Division.

BILL FITLER of Philadelphia came down to New London, Conn., to spend a few days with a friend on the WNLC announcing staff and wound up with a job on the station.

JOHN LESLIE SCOTT, formerly of WAKR, Akron, and previously director of Ohio State U's KSRW, has joined WOR, New York, as staff announcer. He was recently granted a medical discharge from the Army.

9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS

Get latest survey—no cost!

Here's how to get next to the billion-dollar Iowa market! New, impartial, all-inclusive "Summers-Whan" Iowa Radio Survey covers all 99 counties, discloses 5-year trends in listening habits and preferences as to station and programs. Maps and *facts* on Iowa listeners in various age groups and educational levels—city, small-town and farm. You need it to do a good job in Iowa. Get it today! No cost, no obligation.

Central Broadcasting Co.,
912 Walnut St., Des Moines, Iowa

HERBERT MARSHALL, actor, on July 4 took over assignment of m.c. and narrator on the weekly CBS *Silver Theatre*.

PATRICIA NEIGHBORS, of Boston, has joined WIXTG, FM affiliate of WTAG, Worcester, Mass., as announcer.

CAMERON MITCHELL, chief announcer of WSRR, Stamford, Conn., has joined the Army Air Forces and is stationed at Jefferson Barracks, Mo. He is said to be slated for m.c. of the weekly program originating from Jefferson Barracks and aired on WFEQ, St. Joseph. Replacing Mitchell is Beverly Smith, who broke into radio last summer at WSRR.

PAUL BRENNER, m.c. on WAAT, Newark, is the father of a boy.

JERRY MORRIS has been transferred from the sales department of KOL, Seattle, to the post of program director. Francis Armstrong, outstanding violinist, is now musical director, after a year on the staff as announcer.

JOEL RICKMAN, a former newspaperman of Tampa (Fla.), Los Angeles and San Francisco, has joined the news staff of KPO, San Francisco.

GRANT HOLCOMB, formerly of KPRO, Riverside, Calif., has joined the announcing staff of KQW, San Francisco.

BERNARD HERRMANN, New York CBS musical director, is in Hollywood to fulfill film contract with 20th Century-Fox. He will also assume duties on the weekly network feature, *Suspense*.

TOM McCANN, newscaster of KOMO-KJR, Seattle, is engaged to Dorothy Anne Short, a radio singer.

ISABELLE KERN, of Minneapolis, has joined WIGN, Medford, Wis.

JACK LAWRENCE, WEEI, Boston, announcer who has been attending special radio training courses in the Army, has been nominated by the Signal Corps for advanced training at Northeastern U., Boston. He has been acting at the same time as relief announcer for WEEI and is to do two extra news spots during the vacation of Lew Sargent.

RALPH ROGERS, BLUE Hollywood announcer, is the father of a boy.

DOROTHY ROSS, Chicago writer-actress, is in Hollywood to complete several assignments on summer replacement shows.

GERI ANDREWS, new to radio, has joined the publicity staff of KOMO-KJR, Seattle.

JOHN DICKSON CARR, writer of the weekly CBS *Suspense* program, has been recalled to England for special government duty.

SID SINGER, Hollywood freelance writer, has joined CBS.

WILLIAM BROOK, formerly of WEMP, Milwaukee, has joined the announcing staff of WIND, Chicago-Gary. Other new WIND staff members at Gary include Juanita Larkin, traffic department, Dorothy Crane, program department and Ann Nagy, continuity department.

KWKH

CBS-50 KW

The Selling Power in the Buying Market

A Shreveport Times Station

SHREVEPORT, LA.

The Branham Company

AFRA Names Matthews

JOHN F. MATTHEWS, copywriter for Ralph H. Jones Co., Cincinnati, has been elected vice-president of the Cincinnati local of the American Federation of Radio Artists. He replaces Ronny Mansfield, WLW vocalist, who is leaving for Hollywood. Roger Baker, WSAI sportscaster, is president of the local AFRA, and Andre Carlon, WCPO announcer, is executive secretary.

EMA LOU BIRELINE, of the KSAL, Salina, Kan., continuity staff, is engaged to Staff Sgt. Bob Rodini, stationed at Smoky Hill Air Field near Salina.

MRS. LETHA RITTER, of the continuity staff of KSAL, Salina, Kan., leaves soon to free-lance, and Helen Geis has resigned. Irene Strotkamp joined the department in June, with Connie Cochran continuing as chief of continuity.

SANFORD M. REECE has been appointed to the program staff of WSAV, Savannah. He was formerly director of the Savannah Playhouse of Armstrong College and director of dramatics at Culver Military Academy.

MARK SCHREIBER, sports announcer with KMYR, Denver, has been chosen by the Special Services division of the War Dept. to make short wave sportscasts for the men overseas.

FERN RIVERS has left KFAR, Fairbanks, Alaska, to enlist in the Marine Corps. Mrs. Beryl Swift, formerly of the U. of Alaska, will take her place. Henry Portine, formerly of KEVR and KOL, Seattle, now with the communications division of Pan-American Airways in Fairbanks, is announcing part-time.

CLIFF HOPKINS is back at his announcer's post on CKLW, Windsor, Ont., after an absence for an appendectomy.

PHIL McHUGH, for several years newscaster on KPMC, Bakersfield, now has a network news commentary originating at KHJ, Los Angeles, sponsored by McMahan's Furniture Stores of California. The show, heard six days a week at 7:30-7:45 a.m., titled *Personal Views of the News by Phil McHugh*, is released to KPMC KFRE KFXM KYOS.

DOROTHY WAKNITZ, of NBC Hollywood publicity department, has joined the network's sound technician staff as junior apprentice.

HOWARD FISHER, recently with the Radio Playshop of Northwestern U., Chicago, has joined the announcing staff of WBAP-KGKO, Fort Worth.

LARRY ROTHMAN, former program director of WALB, Albany, Ga., is engaged to Connie Friedman of McKeesport, Pa. He is a lieutenant in the Coast Artillery at Camp Stewart, Ga.

DALE M. RILEY, former assistant advertising and sales promotion manager of Westinghouse Electric & Mfg. Co., Cleveland, has joined news and publicity staff of KOY, Phoenix. Robert Johnson, of the news staff, is to enter the Marine Officers School, Arizona State College, Flagstaff.

JOHN B. HUGHES, Hollywood Mutual-Don Lee commentator, is the father of a girl.

AL LAUGHREY, former news writer of Don Lee, Hollywood, and now with the Army, and Esther Lou Hatch, writer of Raymond R. Morgan Co., Hollywood advertising agency, were married in June.

DICK AURANDT has been assigned musical director-organist of the five-weekly NBC *Hollywood Theatre of the Air*.

★ The May issue of Fortune contains the *first* of a series of articles on the thrilling story of postwar planning in Syracuse. Fortune chose Syracuse for the same reasons that dozens of alert manufacturers have singled it as "the test market city." SAYS FORTUNE: "The city has no real slums. Its industry is highly diversified. Its war production is impressive: many of its factories boast Army and Navy 'E's.' Crucible Steel Co. of America, General Electric Co., L C Smith & Corona Typewriters Inc., Remington Rand Inc., Solvay Process Co., Easy Washing Machine Corp., Brown-Lipe-Chapin Division of General Motors Corp., and many others work day and night on war contracts. Few districts in New York State have seen employment and pay increase so rapidly."

W S Y R is the logical medium to reach this outstandingly successful and progressive community because

SYRACUSANS *Listen to* WSYR!

the only NBC Station covering Central New York

● Nor is the list of nationally-known Syracuse Enterprises complete. Others are: Carrier Corp., Continental Can Co., A. E. Nettleton Co., Lamson Corp., Railway Bearing Co. If you would like to know more of Syracuse's plans for the future, write WSYR.

WSYR

SYRACUSE, N. Y.

BASIC NBC RED

THE PERFECT COMBINATION...

5000 Watts at 570 kc.

H. C. Wilder, Pres.

REPRESENTED BY RAYMER

XUM

RUSSELL B. WISE has joined the announcing staff of WHK, Cleveland. He has been in radio 14 years.

KENNETH POWELL replaces George Hogan, WOR, New York, announcer who is entering the Navy. George Cooney and John Glennon have joined the sound effects department.

JON ARTHUR has joined the announcing staff of WLW-WSAI, Cincinnati, coming from WIBC, Indianapolis, where he was announcer and program director.

RICHARD SANVILLE and Albert Ward, former assistant directors in CBS' network operations department, have been made directors in the program department. Donald Acher, who has completed his apprenticeship, is now an assistant director in the operations department.

KELVIN K. KEECH, formerly with the BLUE and now a freelance, will serve as relief announcer while BLUE staff members take vacations.

NORMAN FORREST, announcer of WLIB, Brooklyn, a member of the Army Enlisted Reserve, has been called to active duty.

Kay Kenney Joins WFMJ

WFMJ, Youngstown, O., is featuring the new addition to its staff, Kay Kenney, syndicated columnist and writer, conducting a woman's program, *Kay Kenney's Conclusions.*

Pearson Sued

A SUIT for $1,000,000 damages for libel was filed last week against Columnist Drew Pearson, author of "The Washington Merry-Go-Round" and of a Sunday evening 15-minute program on the BLUE, 7-7:15 p.m. for Serutan. Action was brought by John P. Monroe, whose dinner parties at his home on R Street in Washington were investigated in a House Committee inquiry on war brokers. Suit is based on a broadcast of May 9 and a newspaper article of May 3. At the same time, a suit for $350,000 for defamation of character was filed by Mr. Monroe against *The Washington Post.*

Radio Station

KXOK

ST. LOUIS, MO.

BLUE NETWORK — 630 KILOCYCLES

5000 WATTS — FULL TIME

Owned and Operated by the St. Louis Star-Times

Announces

JOHN BLAIR AND COMPANY

NEW YORK CHICAGO ST. LOUIS

LOS ANGELES SAN FRANCISCO

as National Representatives

SOLDIER-BROADCASTERS back at the mike comprise this quartet of enlisted men stationed at the Army Air Forces School of Applied Tactics in Central Florida. They are (l. to r.): Pfc. Maury Condon, formerly sales promotion manager of WGAR, Cleveland; Pfc. Bob Cannon, New York radio and stage actor; Pvt. Walter Paschall, previously news editor of WSB, Atlanta; and Pfc. Jerry Eisenberg, script writer and actor on several Brooklyn stations. AAFSAT programs are produced thrice-weekly on WDBO and WLOF, Orlando, under the direction of Pvt. Lansing Lindquist, former program director of WSYR, Syracuse, and now serving as a member of the AAFSAT public relations staff.

5 FILM AD FIRMS HIT BY FTC ORDER

FIVE producers and distributors of commercial motion picture films said to control more than 90% of the business of national advertisers using their service have been ordered by the Federal Trade Commission to cease and desist from certain practices which allegedly give them a monopoly in the sale, lease, rental and distribution of such films. The firms also sell national advertising through their two booking agencies, Screen Broadcast Corp., New York, and General Screen Advertising Inc., Chicago, which were served with the order at the same time.

The five corporations are: Motion Picture Advertising Service Co., New Orleans; United Film Ad Service, Kansas City, Mo.; Ray-Bell Films, St. Paul; Alexander Film Co., Colorado Springs; A. V. Cauger Service, Independence, Mo. Also named respondents were Association of Advertising Film Cos., trade association organized by the distributors and booking agencies, and certain officials of the companies as individual respondents.

Principal findings of the Commission are that through agreements among themselves, with other distributors, and with the two booking agencies, the distributors have fixed the display rates to be charged manufacturers and the rates, commissions and other compensation received by the agencies, and the terms under which the films are to be shown in theatres.

The order forbids any understandings or agreements which would result in cooperative fixing of rates and commissions; prohibits contracts preventing freedom of exhibitors to accept any screen national advertising films made by other than the distributors named or obtained from a booking agency other than the two respondent agencies.

NBC Hollywood Changes

IN A REALIGNMENT of NBC Hollywood departments, the guest relations section has been consolidated with public service and station relations division under Jennings Pierce. Robert Hendricks continues as manager of the former department with added duties. Paul Gale, traffic department manager, has taken over mailroom, messenger and telephonic services.

WLB Approves Raises For WHEC Announcers

THE WAR LABOR BOARD has approved salary increases for staff announcers at WHEC, Rochester, N. Y., as negotiated by the station and the American Federation of Radio Artists, it was announced last week by the union, which reported that they fall within the Little Steel formula.

New York local of AFRA has reelected Lawrence Tibbett, George Heller and Lucille Wall as its representatives on the union's national board. Mr. Tibbett is national president of AFRA and Mr. Heller is assistant national executive secretary.

James Hilton on CBS

JAMES HILTON, well known author of such books as "Lost Horizon" and "Goodbye Mr. Chips," on June 28 started a series of talks on world affairs on CBS in the Monday 7:15-7:30 p.m. period vacated for the summer by the *Ceiling Unlimited* series. Program is sponsored on an institutional basis by Lockheed Aircraft Corp., Los Angeles.

RUDY VALLEE, formerly featured on weekly NBC show bearing his name, on June 23 was promoted from chief petty officer to lieutenant (s.g.) in U. S. Coast Guard. He withdrew from the radio series in early July and is awaiting foreign duty assignment.

20 *years of* **LEADERSHIP!**

★

WOW

590 K.C ★ NBC ★ 5000 Watts

OMAHA *plus*

200 MILE RADIUS

John J. Gillin, Jr., President

John Blair & Co., Rep.

TEXT OF AFA RESOLUTIONS

RESOLUTIONS adopted at the annual business meeting of the Advertising Federation of America June 29:

I

The members of the Advertising Federation of America, convened at their 39th annual meeting, are met for the second time in the course of our country's struggle for the perpetuation of freedom. We take pride in the progress already made toward victory by our armed forces and our industries.

In viewing the part played by advertising we find ground for gratification, and we commend those advertisers, advertising media, and advertising practitioners who have contributed so much toward making advertising an important force in the war. The exhibit of war advertising at this meeting is a revealing demonstration of the war work being done by advertising.

Far from being satisfied with this performance, we urge even greater concentration on those war tasks for which advertising has proved its unique competence.

II

Because we are proud of the part advertising has played and will continue to play in the victory program, we deplore the fact that the full value of these achievements has been to some extent vitiated by the advertising of a few irresponsible advertisers which reflects bad taste, vulgarity and wilful perversion of legitimate wartime themes. We of the Advertising Federation of America will continue to fight every such misuse of advertising.

III

The AFA notes with profound concern the recent supreme judicial interpretation that the Communications Act not only confers upon the FCC the power to supervise the traffic of radio broadcasting but also "puts upon the Commission the burden of determining the composition of that traffic."

The serious implications of the legislation thus interpreted go far beyond the field of radio. Freedom of the press and, in fact, freedom of all forms of communication are apparently placed in jeopardy. All advertising media and the content of advertising itself could be embraced in this line of reasoning.

We respectfully urge the members of Congress to weigh the need for new legislation to clarify and make secure the freedom of communications against the possibility of capricious regulation.

IV

The AFA reaffirms its belief in descriptive labelling of consumer products which honestly informs the prospective buyer regarding the product offered for sale. Misleading labelling is just as reprehensible as misleading advertising, and either practice soon defeats itself.

With equal emphasis the Federation renews its unqualified condemnation of proposals to require the use of government assigned grades on many articles of merchandise. The Federation believes that this old proposal now renewed under the guise of wartime requirements has been unfairly presented and is badly understood by the consumers who would be most harmed by it.

Contrary to the claims made for it by its proponents, mandatory grade labelling actualy would:

Regiment consumer buying habits;

Kill the incentive to produce ever better quality products at lower prices;

Destroy the consumer's freedom of choice; and

Restrict the natural American trend toward ever higher standards of living.

The AFA urges the widest possible spread of information concerning this subject, which is so important to the welfare of every individual in the United States.

KSJB Change Postponed

EFFECTIVE date of the FCC order cancelling the special service authorization issued June 1 to KSJB, Jamestown, N. D., has been postponed by the Commission from June 26 to July 7, 1943, on petition by the Jamestown Broadcasting Co., licensee of KSJB. The cancellation order stated that no public need would be served in continuing the special service authorization permitting KSJB's operation on 600 kc., since the Commission discovered that the station still retained its 1400 kc. crystals instead of having disposed of them as previously ordered by the FCC [BROADCASTING, June 28].

WTOP Series Honored

ELINOR LEE's program for homemakers *Home Service Daily* on WTOP, Washington, has been named winner of the local radio program award by the National Advertising Agency Network. Broadcast six days a week at 9:45 a.m., the program includes rationing news, food suggestions and provides a trading post for electrical equipment. Experts in home economics are interviewed from time to time. Miss Lee's program is sponsored by Potomac Electric Power Co. Panel on the show was entered by Jeff Abel of Kaufman Agency which handles the account.

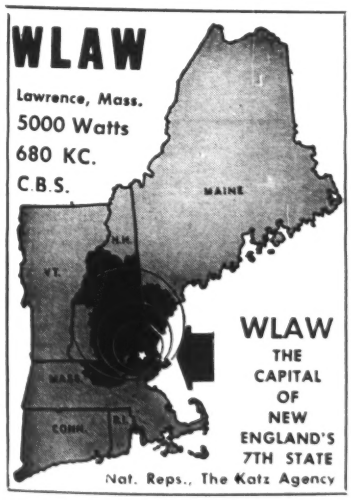
Serutan Adds MBS

SERUTAN Co., Jersey City, sponsoring Drew Pearson weekly on the BLUE, will add A. L. Alexander's *Mediation Board* on Mutual July 11. The program is now heard sustaining Monday 9:30-10 p.m., but will be moved by Serutan to Sundays, 8-8:45 p.m. The agency, Raymond Spector Co., New York, says 11 Mutual stations will take the program this summer, and 56 more will be added in October to advertise Serutan and a new product the company plans to introduce. Station lineup July 11 will include WOR WGN WEAN CKLW WFBR KHJ KFRC KGB KALE KMO KOL. *Mediation Board*, on the air in various forms since 1936 when Chase & Sanborn sponsored it on NBC, offers solutions to personal problems as worked out by a board of prominent personalities selected each week by Mr. Alexander.

Kaplan's 70th

CHARLES KAPLAN, member of the sales staff of WIP, Philadelphia, celebrated his 70th birthday last week. Mr. Kaplan is the father-in-law of I. D. Levy, vice-president of WCAU, Philadelphia, and a member of the board of CBS.

EIGHTH EDITION OF the Assn. of Canadian Advertisers Blue Book has been issued at Toronto with data of all Canadian media, including radio, publications, outdoor and transportation.



WHAT THE RADIO TIME BUYER WANTS TO KNOW ABOUT

WTAM

Daytime POPULARITY

● MORE PEOPLE listen to WTAM, Cleveland, in the DAYTIME than to any other station in the whole Northern Ohio area. In the morning WTAM has 39.7% of the audience; in the afternoon 39.5% of the audience . . . a combined average of 39.6% as against 25.5% for the next station. Yet the COST of WTAM is only $.000073 per family.

* Hooper Index, February-March 1943

WTAM

CLEVELAND

NBC Network 50,000 Watts ● Owned and Operated by NBC

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

XUM

RADIO WOMAN CITED BY SNAPP AWARDS

SECOND WOMAN representative of the radio industry to win recognition from the Josephine Snapp Awards, presented annually for "outstanding contribution to the profession of advertising", is Mrs. Elizabeth B. Grove, writer-director of WTOP, CBS outlet in Washington.

The awards, presented by the Women's Advertising Club of Chicago, were announced last Monday at the opening session of the annual convention of the Advertising Federation of America in New York. First radio woman to receive a Snapp award was Ann Ginn, director of women's activities, WTCN, St. Paul, who was honored in last year's citations.

Mrs. Julia Kiene, manager of the Westinghouse Home Economics Institute, Mansfield, Ohio, was winner of the 1942 Snapp award, while Mrs. Grove was one of four women receiving certificates of honorable mention. Others were Gladys Rieta Scott, advertising manager, Minnesota Education Assn., St. Paul; Mrs. Melville C. Gordon, sales account executive, General Outdoor Adv. Co., St. Louis, and Mary Candace Tucker, advertising and promotion manager, Roman Stripe Hosiery, New York. Mrs. Grove's presentation consisted of advertisements, announcements, booklets, sales letters and publicity for the Cold Ray Permanent Wave campaign, conducted in 1942 by the Raymond Laboratories Inc., St. Paul. At that time, Mrs. Grove was radio director of the McCord Co., Minneapolis.

Ad Leaders Rally to OWI

(*Continued from page 20*)

value to the Government, to advertising sponsors, to broadcasters and to the listening public. We have worked in close cooperation with the radio bureau, and I am glad to state that in our opinion this work of coordination and program clearance has been carried on in an able, intelligent and satisfactory manner.

"Broadcasters are unanimously of the opinion, Mr. Miller concluded, "that this work has been very helpful and express the hope that funds for its continuation will be provided."

Testimony by Paul West, president of ANA, parallelled to a great extent, the statement of Mr. LaRoche. He told the committee that advertising was essential to the war information job, and described the cooperation that existed between the OWI and national advertisers. Mr. West told the committee he was not concerned with the political issues involved or with defending OWI, or any group of individuals therein, but that he felt the mechanism OWI had set up for handling advertising must be continued.

He added, however, in defense of OWI that never in all his experience has the Domestic Branch asked an advertiser to include in his copy a single message which had a political import. "That is a didactic statement," Mr. West said, "and I mean it just that way."

Explaining that he did not believe advertisers could fulfill their war information job if the Domestic Branch were destroyed, Mr. West described the conditions that led to its formation. Soon after the war began, he said, advertisers were approached by Federal Bureaus and agencies and asked to include Government messages in their advertising.

He described many of these requests as 'insistent", noting that pressure was particularly heavy on radio network advertisers. Knowing from experience that advertising could absorb only a certain amount of selling messages, advertisers found these requests embarrassing, he said. They were eager and willing to cooperate, but could hardly accede to all the requests, Mr. West added. The advertisers realized also that if the public heard nothing but war messages, it would get "heartily sick of the message and react unfavorably."

Understand Advertisers

Lastly, Mr. West pointed out, the advertiser was in no position to judge which of the many Government messages was important and which was not." To overcome this, he said, the Domestic Branch set up a central agency to funnel requests, and to supply accurate information for use in advertising. "Here, for example, was set up with the aid of skilled and experienced radio men, what is now widely known and universally recognized as the Radio Allocation Plan. That plan has been functioning smoothly and efficiently under the Radio Bureau of the Domestic Branch, a bureau headed by a man with years of experience in commercial radio."

Mr. West also had kind words for the Office of Program Coordination. He said its staff consisted of men "literally drafted from private industry who speak our language, who understand what the advertiser requires in the way of facts and information."

Chairman Fly offered his statement backing OWI while denying rumors that functions of the Radio Bureau might be transferred to the FCC. Heated in his denial of this report, the FCC chairman asserted he was anxious to stay outside the controversy between OWI and Congress.

"So far as I know the FCC has not the slightest desire to enter into this work in any way," Mr. Fly said. "I am inclined to the thought further that it would be an inappropriate line of work for the Commission," he added.

"At a time when there are so many false and malicious rumors about the Commission's undertaking to run the programs of radio stations I think it ought to be made doubly clear that it has not done anything of the sort and does not plan anything of that sort, in view of the importance of not only keeping radio free but also of having everybody understand that it is completely free so far as the licensing power is concerned."

Mr. Fly attributed the report "to those who want to make trouble for the Commission and perhaps secondarily for the OWI." He described the originators of the rumor as "people in the radio industry and parasites."

Thomas Asks Support

Sen. Elbert D. Thomas (D.-Utah), in a radio address on CBS June 26 called for preservation of OWI, commenting that "if Adolf Hitler, Premier Tojo and Benito Mussolini should make up a list of the ten Americans whom they would most like to see done away with, it is my belief that Elmer Davis would stand high on the list." Sen. Thomas, who broadcasts regularly to Japan for the OWI Overseas Branch, said that the Overseas and Domestic Branches are interdependent. "To abolish the Domestic Branch or to cut down its work is exactly the same as cutting off or shortening one wing of a flying fortress on the theory that it can get along very well with the other wing."

House Opposition

Opposition to OWI was voiced by Rep. Starnes (D-Ala.) and Rep. Taber (R-N. Y.) in separate radio talks on CBS. Rep. Starnes, author of the amendment which struck the Domestic Branch from the Civil War Agencies Appropriation Bill asserted that the country needed no agency to tell it what the war was about, that the people understood the war.

Rep. Taber asserted that OWI had failed to do any of its assigned tasks well. He listed among its failures "coordinating of press releases and radio announcements of the Government departments" and "trimming off of unnecessary governmental publication and printing". He asserted $200,000 could cover "the real work that is necessary".

He listed OWI resignations, including Gardner Cowles Jr., formerly chief of the Domestic Branch, Milton Eisenhower, and William B. Lewis, implying these resignations showed something was wrong with OWI.

STILL CLIMBING!

IN THE DETROIT AREA WE'RE HITTING

A NEW HIGH!

● IN THE DETROIT AREA . . . it all adds up to this: May retail sales soared again, while CKLW time-sales to retailers kept pace with the rise. Proving that smart advertisers are turning to CKLW for blanket coverage at low cost in America's 3rd market!

5,000 WATTS DAY and NIGHT At 800 Kc.

CKLW

MUTUAL BROADCASTING SYSTEM

SMALL BUDGETS GET BIG RESULTS on the station that Covers A L L Western NORTH CAROLINA

WHKY

HICKORY, N. C.

5000 W.D. 1000 W.N. 1290 K.C.

Nat. Rep. Howard H. Wilson Co.

Agencies

MURRAY KNIGHT, former director of women's activities of WMBD, Peoria, and WHEC, Rochester, has joined J. Walter Thompson Co., Chicago as radio coordinator.

JAMES O. PARSONS Jr., formerly of WWNY, Watertown, N. Y., has joined the radio staff of McCann-Erickson, New York.

BUCKINGHAM GUNN, radio director of J. Walter Thompson Co., Chicago, and Russell Tolg of BBDO, Chicago, have been appointed members of the Chicago radio advisory committee of the OWI.

AL PAUL LEFTON Co., has moved Hollywood offices to 6305 Yucca. Dorothy Stewart is West Coast manager.

THEODORE J. HOSINSKI and Bruce L. Altman recently joined the John H. Riordan Co., Los Angeles agency, as production manager and copy writer respectively. Hosinski was with the *Los Angeles Times*. Altman was advertising manager of Corporation Service Co., Cleveland.

WILL GRANT has resigned as advertising manager of Anabolic Food Products Inc., Glendale, Cal. (vitamins), and established an advertising agency at 530 W. Sixth St., Los Angeles. Telephone is Vandike 3285. He will continue to service the food products account.

COMPTON ADV., expanding operations, has moved its Hollywood headquarters to larger offices at 6253 Hollywood Blvd. George Brown, New York executive, is in Hollywood to set up a service organization for the agency on the West Coast. Whila Wilson continues as West Coast radio manager.

AL KAYE, West Coast radio director of Benton & Bowles Inc., is in New York for conferences with home office.

JOHN MILTON, for eight years executive assistant to the Columbia U. Alumni Fund Committee, has resigned to join Lewis & Gilman, Philadelphia agency.

ROBERT E. WALSH, formerly of Kenyon & Eckhardt, New York, has joined the service detail department of Arthur Kudner Inc., New York.

THOMAS L. GREER, copywriter and account executive of Blackett-Sample-Hummert, Chicago, has been appointed account executive on the General Mills account in charge of Gold Medal Flour and Kix.

RUSSELL F. CLARK, former European office executive head of Erwin, Wasey & Co., and later with English agencies of Crawford Adv. and S. T. Garland Adv. Services, has joined H. W. Kastor & Sons Adv. Co., Chicago, as an account executive.

"Bet you WFDF Flint Michigan can't match her coverage!"

J-W-T in Argentine

BUENOS AIRES office of J. Walter Thompson Co. reported last week to the agency's New York headquarters that it is producing 43 programs totaling more than 13 hours each week. The programs, sponsored by such advertisers as Swift & Co., Eau de Cologne, Cutex and Duperial, are made up of 14 half-hours, 22 quarter-hours and seven five-minute news broadcasts.

PAUL H. KERR, formerly of James G. Lamb Co., Philadelphia, has joined the copy department of Geare-Marston, Philadelphia.

EMERSON A. ELLIOTT, space and time buyer of Campbell-Ewald Co., Eastern Division, New York, and William McNabb, art director, have been appointed vice-presidents.

GEORGE F. DAVIS, formerly with Aitken-Kynett, Philadelphia, as account executive for R. M. Hollingshead Corp., Camden, N. J., makers of Whiz Products, has joined that company as sales manager of the industrial division. John S. Wooster and Edward S. Lanning, also once with Aitkin-Kynett, are now in the armed forces.

JAYNE SHANNON, formerly of Kenyon & Eckhardt, New York, has joined J. Walter Thompson Co., New York, as assistant to Linnea Nelson, chief timebuyer. Miss Shannon replaces Lucille Mafucci, who resigned to be married.

ELEANORE SCANLON, former secretary to Arthur Pryor Jr., radio director of BBDO, New York, has been appointed a timebuyer to replace Chester Slaybaugh, who leaves July 6 for a similar position at Morse International, New York.

CHARLES A. BOWES, former Los Angeles manager of Gerth-Pacific Adv., has established his own agency at 219 W. Seventh St. Telephone is Vandike 4522. Accounts include Minall Labs., Pasadena, Cal. (Ferro Meal), currently sponsoring thrice-weekly participation in the woman's program, *Priscilla Alden*, on KPAS, that city.

BETTY BUCKLER, Hollywood office manager of Benton & Bowles, and Lt. Lyman Johnson were married in Temple, Texas, June 26.

RAY MOUNT ROGERS, having been given an honorable discharge from the Army, recently re-joined the San Francisco staff of Foote, Cone & Belding.

Jerome P. Shea

JEROME P. SHEA, 42, vice-president and treasurer of Deutsch & Shea Adv. Agency, New York, died June 24 in Boston at the Baker Memorial Hospital. Formerly general manager of the Brown Adv. Agency, Mr. Shea joined with Arnold Deutsch in the establishment of Deutsch & Shea in 1939. He leaves his mother, four sisters and two brothers.

WILLIAM G. BOGART, former associate editor of *The Shadow*, Street & Smith publication, has joined N. W. Ayer & Sons, Philadelphia, as copy writer.

BILL BURNHAM, executive of Consolidated Radio Artists, and a vice-president, has resigned to join the William Morris talent agency, New York, as executive salesman in the band department.

CARL BROWN, former account executive on the General Mills account for Blackett-Sample-Hummert, Chicago, has been appointed vice-president in charge of the New York office of Sherman & Marquette.

Hooper Report Proves

What Folks In The El Paso Southwest Have Long Known . . . THAT

Most of the People Listen to

KTSM

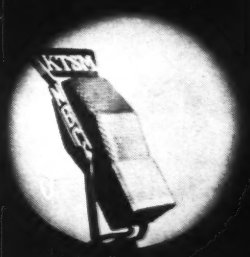
Most of the Time

C. E. HOOPER, INC.
Station Listening Index

EL PASO, TEXAS — SPRING 1943

TIME	KTSM	Station "B"	All Others
8:00-10:00 AM	76.9	22.3	0.8
10:00-12:00 N	62.1	25.8	12.1
TOTAL MORNING:	69.5	24.0	6.5
12:00- 3:00 PM	56.3	39.8	3.9
3:00- 6:00 PM	68.0	30.5	1.5
TOTAL AFTERNOON:	62.8	34.6	2.6
6:00- 8:00 PM	50.3	42.6	7.1
8:00-10:30 PM	57.5	29.6	12.9
TOTAL EVENING:	54.3	35.5	10.2
TOTAL DAY AND NIGHT AVERAGE:	62.3	31.4	6.3

KARL O. WYLER
General Manager



1000 Watts • NBC and Blue Networks

EL PASO, TEXAS

Represented Nationally by
GEO. P. HOLLINGBERRY CO.

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KDKA, Pittsburgh

Mennen Co., New York (shave cream), 3 *sa* weekly, 28 weeks, thru Russel M. Seeds Co., Chicago.
Clearfield Taxidermy Co., Clearfield, Pa. (furs and storage), 3 *sa*, 3 *sp*, thru Walker & Downing, Pittsburgh.
Colgate-Palmolive-Peet Co. (Supersuds and Palmolive soap), 5 *ta* weekly, 34 weeks, thru Ted Bates Inc., N. Y.
Skinner Mfg. Co. (Raisin bran), *ta* daily, 28 weeks, thru Ferry Hanley Co., Kansas City.
United Drug Co., Boston (Rexall one-cent sale), 14 *ta*, thru Street & Finney, N. Y.
Joseph Horne Co., Pittsburgh (department store) 10 *sa*, thru Walker & Downing, Pittsburgh.
Shepherd's Town Card Co., Mechanicsburg, Pa. (greeting cards), 5 *sa*, thru Ralph L. Dombrower Co., Richmond.
Pillsbury Flour Mills, Minneapolis (pancake flour), 7 *ta*, 5 *sa* weekly, thru McCann-Erickson, Chicago.
Campbell Woods Co., Pittsburgh (Breakfast Cheer coffee), quarter-hour *sp*, thru J. Grant Agency, Pittsburgh.
Frank & Seder, Pittsburgh (department store), *sa* series, thru W. Earl Bothwell Adv. Agency, Pittsburgh.
Simoniz Co., Chicago (wax cleaner) 13 *sa*, thru George H. Hartman & Co., Chicago, Ill.
Chicago Technical College, Chicago (war industries training course), *ta*, *sp* series, thru Buchanan & Co., Chicago.
American Molasses Co., New York, 8 *sa*, thru Charles W. Hoyt Co., N. Y.
James Austin Co., Pittsburgh (cleaners) *sa* series, thru F. A. Ensign Adv. Agency, Pittsburgh.
Independent Wallpaper Co., Pittsburgh, *sa* series, thru Charles E. Yost, Pittsburgh.
Allied Mills, Chicago (Wayne feeds), *t* series, thru Louis E. Wade Inc., Ft. Wayne.
Ex-Lax Inc., Brooklyn, *ta* series, thru Joseph Katz Co., N. Y.
General Foods, New York. (Pour More coffee), *sa* series, thru Benton & Bowles, N. Y.
Kasco Mills Inc., Toledo (dog food), 30 *ta*, thru Campbell Sanford Adv. Co., Cleveland.
MacFadden Publications, New York (*True Story* magazine), *t* series, thru Raymond Spector Co., N. Y.
Lever Bros., Cambridge (Lifebuoy soap, Rinso), *sa* series, thru Ruthrauff & Ryan, N. Y.
Morton Salt Co., Chicago, series of *ta*, *sa*, thru J. Walter Thompson, Chicago.
Hubinger Co., Keokuk, Ia. (Elastic starch), one *sa* weekly, 13 weeks, thru Ralph Moore Agency, St. Louis.
American Express Co., N. Y. (Travelers Checques), *sp* series, thru Caples Co., N. Y.
Pure Foods Co., Mamaroneck, N. Y. (Herb-Ox bouillon cubes), 3 *sa* weekly, 13 weeks, thru J. M. Mathes Inc., N.Y.
United Aircraft Corp., East Hartford (scholarships), *sa*, *sp* series, thru Platt-Forbes, N. Y.
Wm. H. Wise, New York (knitting guide), weekly *sa*, thru Huber Hoge & Sons, N. Y.
Quaker Oats Co., Chicago (Aunt Jemima pancake flour), *sp* series, thru Sherman K. Ellis & Co., Chicago.
Johnson & Johnson, New Brunswick, N. J. (baby powder), 6 *sa* weekly, thru Young & Rubicam, N. Y.
Sterling Oil Co., Emlenton, Pa., 5 *t* weekly, 25 weeks, thru Walker & Downing, Pittsburgh.
Mentholatum Co., Wilmington, Del., daily *t*, 52 weeks, thru J. Walter Thompson Co., N. Y.
Ft. Pitt Bedding Co., Pittsburgh, 3 *sp* weekly, 3 months, thru Smith, Taylor & Jenkins, Pittsburgh.
Vick Chemical Co., N. Y. (Vapo-Vatronol), *sp* series, thru Morse International, N. Y.
Brown & Williamson Tobacco Co., Louisville (Bugler tobacco), 3 *sa* weekly, 12 weeks, thru Russel M. Seeds Co., Chicago.
Federal Life & Casualty Co., Elgin, Ill., 6 weekly *sp*, thru J. L. Stewart Agency, Chicago.
Philadelphia Co., Pittsburgh (public utility), series of weekly *sp*, direct.
E. T. Knowles, Springfield, Mass. (Rubine), 3 *sa* weekly, 24 weeks, thru Charles W. Hoyt Co., N. Y.
Simon & Schuster Inc., New York (*Wartime Manual*), 6 *sa*, thru Huber Hoge & Sons, N. Y.
Gimbel's, Pittsburgh (department store) 6 *sp* weekly, 52 weeks, thru J. Grant Co., Pittsburgh.
Bell Telephone Co. of Pa. (institutional), *sa* series, thru Gray & Rogers, Philadelphia.
Associated Labs., Long Island City (Kelpamalt, Blondex), *sa* series, thru Grady & Wagner, N. Y.
Beech-Nut Packing Co., Canajoharie, N. C. (gum), 2 *sa* weekly, 12 weeks, thru Newell Emmett Co., N. Y.
Braun Baking Co., Pittsburgh, 5 *sp* weekly, 52 weeks, thru W. E. Long Co., Chicago.

KFRC, San Francisco

Procter & Gamble Co., New York (Ivory Flakes), 29 *ta*, thru Compton Adv., N. Y.
Murine Co., New York (eyewash), 5 *ta* weekly, thru BBDO, N. Y.
Sunset Magazine, San Francisco (periodical), 3 *sa* weekly, thru Brisacher, Davis & Van Norden, San Francisco.
Petri Wine Co., San Francisco, 5 *ta* weekly, thru Erwin Wasey & Co., San Francisco.
Leslie Salt Co., San Francisco, 3 *ta* weekly, thru Erwin Wasey & Co., San Francisco.
Fox West Coast Theaters, San Francisco (movies) 6 *ta* daily, placed direct.
Sir Francis Drake Hotel, San Francisco, 3 *sa* weekly, thru Harrington Adv., San Francisco.
Flag Pet Food Corp., San Francisco, 1 *sp* weekly, thru M. E. Harlan Adv., San Francisco.

WHO, Des Moines

Gooch Milling Co., Lincoln (macaroni), 3 *sp* weekly, 10 weeks, thru Potts-Turnbull Co., Kansas City, Mo.
Peter Paul Inc., Naugatuck, Conn. (Mounds, Walnettos, Ten Crown gum), 6 *ta* weekly, thru Platt-Forbes Inc., N. Y.

WFMJ, Youngstown, O.

Pillsbury Flour Co., Minneapolis, 10 *sa* weekly, 30 weeks, thru McCann-Erickson, Minneapolis.

WLS, Chicago

Pillsbury Flour Mills, Minneapolis, 10 *sa* weekly, 13 weeks, thru McCann-Erickson, Minneapolis.
Procter & Gamble Co., Cincinnati (Ivory soap), 7 *sa*, thru Compton Adv., N. Y.
Varley Products Corp., Chicago (flavoring), 5 *sa* weekly, 13 weeks, thru Hoffman & York, Milwaukee.
Feminine Products Co., New York (Arrid), 5 *sa* weekly, 39 weeks, thru Small & Seiffer, N. Y.
Carter Products Co., New York (Little Liver Pills), 13 *sa*, 1 week; 12 *sa*, 38 weeks, thru Ted Bates Inc., N. Y.
Blue Moon Foods, Thorp, Wis. (cheese), 5 *sa* weekly, 13 weeks, thru Reincke-Ellis-Younggreen & Finn, Chicago.
Crow's Hybrid Corn Co., Milford, Ill. (seed corn), 3 *sa* weekly, 7 weeks, thru Critchfield & Co., Chicago.
DeKalb Agricultural Assn., DeKalb, Ill. (seed corn), 5 *sp* weekly, 26 weeks, thru Western Adv., Racine, Wis.

WOR, New York

Eppens Smith Co., New York (Holland House coffee, Challenge tea), 5 *sa* weekly, 26 weeks, thru Scheck Adv., Newark, N. J.
Peter Paul Inc., Naugatuck, Conn. (candy, chewing gum), 3 *ne* weekly, 52 weeks, thru Platt-Forbes Inc., Hartford.
Manhattan Soap Co., New York (Sweetheart soap), 3 *ne* weekly, 52 weeks, thru Franklin Bruck Adv., N. Y.

WGRC, WDAK Move

THE FCC last week granted WGRC, New Albany, Ind., a construction permit to move its main studio and transmitter from New Albany across the river to Louisville, where it has maintained a studio regularly, and granted at the same time a construction permit to WDAK, West Point, Ga., to make a similar move to nearby Columbus, Ga. WGRC operates on 1400 kc., with 250 watts, and WDAK on 1340 kc., with 250 watts.

AWARDING of a full refund scholarship to the high ranking student at the second annual NBC-Northwestern U. Summer Radio Institute, will be continued, Harry C. Kopf, NBC vice-president and general manager of the Central Division, has announced. Ann Keith, Poughkeepsie, N. Y., won the 1942 award.

CBS AGAIN CLAIMS LEADING SPONSORS

FOR THE THIRD successive year, CBS was the most favored network of the 100 leading national advertisers who chose radio as their principal medium, CBS reports. In 1942 three of the nation's four leading advertisers placed most of their radio advertising with CBS as follows: Lever Bros. Co., $4,226,550; General Foods Corp., $4,223,395, and R. J. Reynolds Tobacco Co., $1,779,100.

Breaking down the list of top national advertisers, CBS claims 47 clients out of 100, thus topping all other networks in the number of leading clients. Of these 47 advertisers, 21 are exclusive CBS accounts.

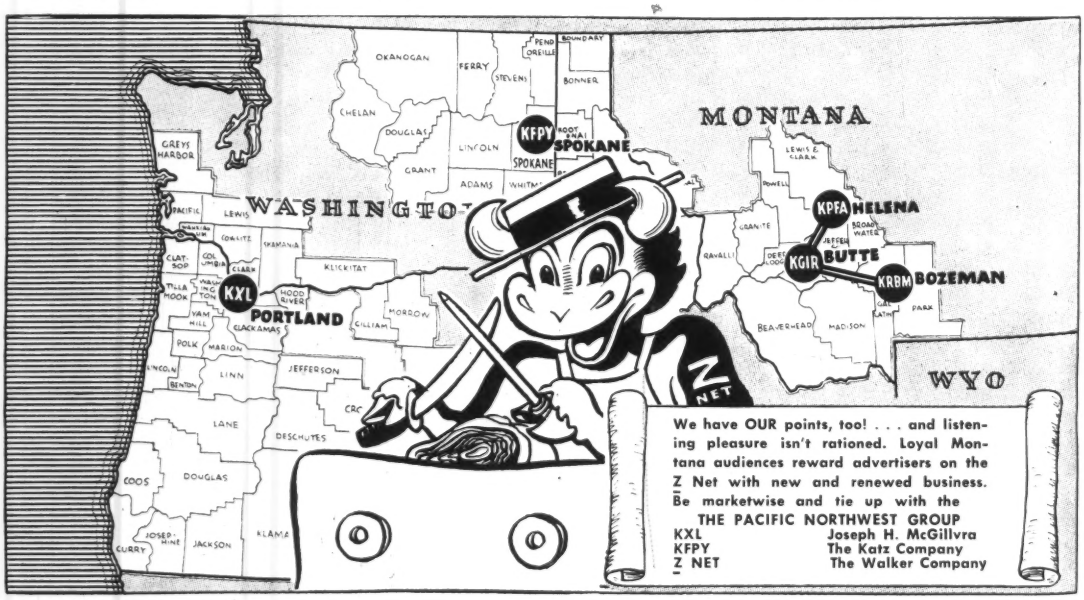
Of the three biggest clients, in order of advertising expenditures, CBS states that Procter & Gamble led with $8,904,887 on networks, almost half of its total advertising budget; Lever Bros. Co. expended $5,004,731 on network advertising, more than half of its total for all media; and General Foods placed $7,854,668 in radio, or more than two-thirds of its entire budget. These figures, CBS explains, are for facilities' cost only and do not include talent costs.

Heinz Substitute

WHILE *Information Please* takes an eight-week vacation from the Monday evening 10:30-11 p.m. spot on the full NBC network, a summer substitute titled *Vacation Serenade* will replace the quiz program from July 19 to Sept. 6. Summer series will feature Wilfred Pelletier's orchestra, Dorothy Kirsten, soprano, Reed Kennedy, baritone, with Ben Grauer handling the commercials for the sponsor, H. J. Heinz Co., Pittsburgh. Agency is Maxon Inc., New York.

Cigarette Complaint

PINEHURST cigarettes are not "the cigarette the doctor smokes" and neither are they devoid of irritating qualities, says the Federal Trade Commission in a complaint filed against the R. L. Swain Tobacco Co., Danville, Va. for alleged misrepresentation in making these claims in their advertising.



Radio Advertisers

PROCTER & GAMBLE Co., Chicago, effective July 4, is shifting commercial copy on Duz chainbreak announcements to Drene shampoo. Compton Adv., New York, handles Duz; H. W. Kastor & Sons, Chicago, has Drene.

ALBERT E. RITCHIE, former merchandising manager, has been named sales manager of Wildroot Co., Buffalo (hair preparations). J. Ward Maurer, former advertising manager, has been appointed to the new post of manager of advertising and merchandising. The company is using sports and news programs in selected markets. Agency is BBDO, New York.

LEAF CHEWING GUM Co., Chicago (Leaf Spearmint Gum), has placed a schedule of one-minute transcribed announcements and five-minute live programs on Chicago stations WMAQ, WENR, WJJD, WCFL and WLS. Contract for 13 weeks was placed through Bozell & Jacobs, newly-appointed agency.

JOSEPH MARTINSON Co., New York, back on the air after a hiatus because of the coffee shortage has added five spot announcements weekly to its schedule on WOR, New York. Firm started a weekly commentary in April. Agency is Neff-Rogow, N. Y.

SERUTAN Co., Jersey City (proprietary), on July 11 starts A. L. Alexander's *Mediation Board* on 11 Mutual stations, Sun., 8-8:45 p.m. Agency: Raymond Spector Co., N. Y.

FORT WAYNE ZOLLNER PISTONS, softball team, are sponsoring two sportscasts a week on WGL, Fort Wayne, Ind., to build up interest in the game.

ANGELICA LUTHERAN CHURCH, Los Angeles, in late June started sponsoring a transcribed version of *Pacific Lutheran Hour* on KVI, Tacoma. In addition to the original live broadcast on KFWB, Hollywood, program is sponsored on 4 Arizona Broadcasting stations (KTAR KVOA KYUM KGLU), Sunday, 9:30-10 p.m. (PWT). Reverend Rudolph Burke and a male quartet are featured. Agency is Tom Westwood Adv., Los Angeles.

SEARL-MERRICK Co., Los Angeles (investment securities), new to radio, on June 28 started sponsoring a weekly quarter - hour educational series, *Romance of American Industry*, on KECA. Contract is for 13 weeks. Burritt Wheeler, traveler - historian - economist, is narrator. Program is written and produced by Robert F. Dennis Inc., Los Angeles agency.

AIRCRAFT ACCESSORIES Corp., Los Angeles, new to West Coast radio, on June 29 started a thrice-weekly five-minute newscast on KNX, Hollywood. Contract is for 13 weeks. Agency is Lockwood-Shackelford Adv., Los Angeles.

GEORGE H. LEE Co., Omaha, Neb. (poultry remedies), starting July 10 will sponsor a Saturday quarter hour musical program featuring *The Prairie Ramblers* on WLS, Chicago. Contract for 52 weeks was placed thru Allen & Reynolds, Omaha.

SPARKLETTS Drinking Water Co., Los Angeles, on a 13-week contract starting July 5 will sponsor a five-weekly five-minute newscast on KNX, Hollywood. Firm also sponsors an average of 25 similar newscasts daily on eight other Southern California stations, with a quarter-hour per day on KFI. Sparkletts sponsors Fulton Lewis jr. seven times weekly on KHJ, with participation in *Homemakers Club* on that station. Agency is Raymond R. Morgan Co., Hollywood.

BON TON BAKERS has increased its budget on KGVO, Missoula, Mont., for *Noon Local News*, adding Saturday to its previous twice-a-week schedule.

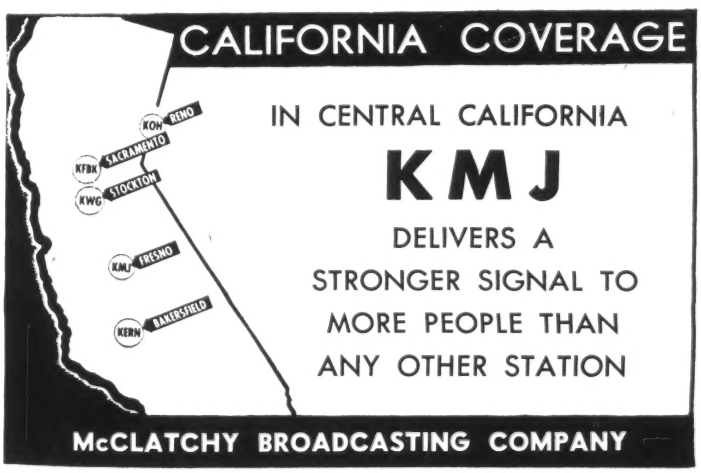
PACKARD BELL Co., Los Angeles (home recorders), supplementing its weekly quarter - hour commentary *Newsmakers* on 5 NBC Pacific stations, has started using one-minute transcribed announcements once a week on KOIN and KOMO. Contracts are for 13 weeks, started July 1 and 5 respectively. Other stations will be added. Agency is Barton A. Stebbins Adv., Los Angeles.

DEUTSCH Co., Los Angeles (tool makers), new to radio, in a four-week test on June 28 started a quarter-hour five-weekly participation in Al Jarvis' *Make Believe Ballroom* on KFWB, Hollywood. Coast Western Adv. Agency, Los Angeles, has the account.

SWELDOM'S, Los Angeles (women's apparel shop), out of radio for more than three years, is sponsoring for 26 weeks a five-weekly quarter-hour news program, *Dispatch from Reuter's*, started June 7, on KFWB, Hollywood, using Reuter's News Service. Velma Cloward Adv., Los Angeles, has the account.

BROWN GREER & Co., through Edwin C. Huster Co., Knoxville, has purchased *Funny Money Man*, Allen A. Funt transcribed syndicated production, for broadcast on WROL, Knoxville, WJHL, Johnson City, Tenn., and WSJS, Winston-Salem, N. C. The 25-minute program started June 28 on a five-times weekly basis.

TURBO-AIRE Corp. (fuel saver) is sponsoring *Today's American Heroes*, true stories of the deeds of our fighting men, six nights weekly at 6:15 on WTOL, Toledo.



How Do Rural Customers Buy?

In most markets, you may be fairly safe in assuming that the buying habits of rural customers pretty generally conform to national pattern. But in the KMA area, rural customers differ in several all-important respects:

1—They spend $544,512,205 in KMA retail stores every year—*mostly in their nearest small town.*

2—Even in normal times, they reverse the national pattern by doing only 2.8% of their retail buying in towns of 10,000 or more population . . . and *now* they're buying almost exclusively in their "home" towns. (See Nielson, *Sales Management*, etc.)

3—They are *volume buyers*, because they usually get to town only once or twice a week—and their larger families require larger purchases.

4—They are KMA listeners and show a vast preference for the *standard merchandise they hear advertised.* They do not buy on "price appeal"—there are only three grocery chains and one drug chain in the entire KMA area!

KMA knows the 540,988 rural families in the No. 1 Farm Market, for only KMA devotes 70% of its broadcasting time to provide them with news, entertainment, and specialized service.

To make these rural customers *your* customers you need our latest Market Data Brochure. The full facts are yours—merely for the asking.

KMA

BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

151 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

SERVICE AND REPLACEMENTS for your PRESTO TURNTABLES

Although 90% of our plant is now making war equipment other than recorders, we still maintain a service department and a complete stock of replacement parts for the convenience of Presto owners.

You can add years to the life of your turntables by giving them a periodic factory reconditioning.

These are the parts of your Presto tables that should be checked at least once a year.

1. Cutting heads and pickups.
2. Rubber tires, idler wheels and motor mounting grommets.
3. Bronze gears and bearings.
4. Cutting mechanism feed finger.
5. Cutting mechanism and turntable alignment.
6. Motor bearings and pulleys.

If your equipment has not been serviced recently, arrange to send your tables to us one at a time. Reconditioning will be handled promptly and at moderate cost.

Apply your AA-2 or AA-1 priority to your order to cover critical materials.

PRESTO RECORDING CORP.
242 WEST 55th ST. N.Y.

In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 CHICAGO, Har. 4240 • CLEVELAND, Me. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Mar. 6368 TORONTO, Hud. 0333 • PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Su. 8854 • SEATTLE, Sen. 2560 WASHINGTON, D. C., Shep. 4003—Dist. 1640

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

Our Respects To

(*Continued from page 26*)

John points to this volume when asked how he is able to devote so much time to the industry. "You don't have to police a man's work if you make your policies clear at the beginning", he answers, "and you can conserve your own energy by eliminating the bluster of high pressure supervision."

Currently, John Fetzer is on the board of NAB and chairman of NAB's War Committee. He is a radio consultant to the Office of War Information, National Councillor to the U. S. Chamber of Commerce, and President of the Kalamazoo Chamber of Commerce. He is a member of the Institute of Radio Engineers and the American Institute of Electrical Engineers.

John was born in Decatur, Ind., March 25, 1901, of a family which traces back to one Joachim Fetzer who came to America from Bavaria around 1760 and fought under Washington at Valley Forge and Yorktown. He took his undergraduate work at Purdue and Wisconsin universities and was a graduate student at the University of Michigan. He played basketball in school and is still keenly interested in athletics. With his wife, Rhea, he used to vacation periodically in Florida or Northern Michigan but the telephone would follow him and Mrs. Fetzer has given up "trying to take him away" . . . for the duration

RCA to Vote on Ideas

OF THE PROGRAM ideas submitted to RCA-Victor by three of the agencies handling sections of its account, the one worked out by J. Walter Thompson Co. is understood to have received the approval of a committee of representatives from RCA and its subsidiaries. It will be placed before the July 9 meeting of the RCA board of directors, and if approved, will go on the BLUE in early September as an institutional series, probably an hour show. The board will vote on an appropriation for the series. Other RCA agencies offering possible shows were Ruthrauff & Ryan, New York, and Kenyon & Eckhardt, New York [BROADCASTING, May 31].

Longines on WOR

LONGINES WITTNAUER WATCH Co., New York, which has been using WEAF as the New New York outlet for its nationwide quarter-hour recorded series *The World's Most Honored Music*, is shifting to WOR, New York, July 5. Program, featuring classical music recorded by a group of musicians of the New York Philharmonic Orchestra, will be heard five times weekly, 10:45-11 p.m., on WOR on a 52-week basis. Agency is Arthur Rosenberg Co., New York.

BERT GORDON (the Mad Russian) on the weekly NBC *Time to Smile Show* will shelve his radio work for a George White Broadway show assignment in fall.

PORTER APPOINTED WAR FOOD DEPUTY

PAUL A. PORTER, former CBS Washington attorney, last Tuesday was named deputy director of the War Food Administration and chief assistant to Judge Marvin Jones. Mr. Porter leaves his post as assistant director of OPA, in charge of rent control, for the new post.

Mr. Porter

Mr. Porter replaces Jesse Tapp, who had been deputy to Chester Davis, Food Administrator, who resigned last week. Mr. Porter had worked under Mr. Davis on the old National Defense Advisory Commission, having left CBS last year to assume that post. Subsequently he joined OPA under Leon Henderson.

While OPA has been under fire in Congress, Mr. Porter's rent activities were praised after testimony before Congressional committees. He has been mentioned for a number of war emergency posts, including that of deputy director of OWI, supplanting Milton Eisenhower, who leaves in September to become president of Kansas State College.

Stowe Starts Agency

ARTHUR W. (Tiny) Stowe, former account executive of Milton Weinberg Adv. Co. and prior to that production manager of CBS in San Francisco, has established his own agency under firm name of Coast Western Adv., at 815 W. Pico Blvd., Los Angeles. Telephone is Prospect 2988. Firm accounts include Globe Investment Co.; Kelly Car Co.; Deutsch Co. (tool makers).

Mr. Stowe

Schutter Sub

SCHUTTER CANDY Co., Chicago (Bit-O-Honey and Old Nick candy bars), has appointed Schwimmer & Scott, Chicago, as agency. Effective with the program of July 11, the company is substituting a new quarter-hour Sunday program for *Col. Stoopnagle's Stooparoos*, heard at 1:45 to 2:00 p.m. on 48 CBS stations. Replacement originating out of Chicago will be dramatizations of articles and stories that have appeared in *Coronet* magazine.

WHAT TWO STATIONS

provide America's greatest war production audience?

see pages 24-25

STORE'S EIGHTH YEAR

Burts, Cleveland, Is Largest Air User in City

ATTRIBUTING his spectacular rise in business to radio advertising, L. O. Klivans, president and general manager of Burts department store in Cleveland, has renewed his contract with WCLE, carrying the sponsor's Sunday 2-hour amateur show *Big Broadcast* into its eighth consecutive year.

The largest buyer of actual hours of radio time in Cleveland, Burts also sponsors a two-hour nationality show and a half-hour classical music program on Sunday. In addition, a half-hour of popular recordings, *Wake Up and Swing*, is aired every morning and a half-hour show, *Music for Ohio*, is broadcast every evening.

During its seven years on the air *Big Broadcast* has moved twice to progressively larger studios to accommodate its growing live audience. More than 15,000 amateurs have been auditioned, of whom 3,500 have appeared. Mr. Klivans acts as m.c. of the program and Mrs. Klivans writes all of the commercials and continuity and also participates in the broadcasts. A Hooper survey gives the show the highest rating of any program heard in Cleveland during its broadcast period, 3-5 p.m.

AUBREY TO HANDLE DUNHAM'S ACCOUNTS

ACTIVE DIRECTION of the Williamson Candy Co. (O Henry), O-Cedar Corp. and Club Aluminum Products Co., accounts will be continued by James T. Aubrey, president of Aubrey, Moore & Wallace, Chicago, following the death of John Handy Dunham, late vice-president and account executive of the company, it was announced last week.

Mr. Dunham died June 22 at his Glencoe, Ill. home, after a two year illness. He was 62. His association with Aubrey, Moore & Wallace began in 1940. Mr. Dunham's business career began with the International Silver Co., of which he became western manager. When Erwin, Wasey & Co. opened its Chicago offices in 1915, he joined that agency as a research man. There he handled Westclox (Big Ben) and the American Tobacco Co. (Omar cigarets) accounts.

After four years with Williams & Cunnyngham in the early 20's, Mr. Dunham formed the first of two companies under his name. Successively he formed a partnership with the late Charles C. Younggreen, joined Hayes MacFarland & Co. and Aubrey, Moore & Wallace.

Surviving Mr. Dunham are his widow, a daughter and a son.

Hope in England

BOB HOPE, star of the Pepsodent Co. program on NBC, and Frances Langford, singing star on his show, have arrived in London for an entertainment tour of Army camps under the auspices of the USO. Hope completed his current radio series June 15 and left for overseas a week or so ago. He expects to return to the Pepsodent series in the fall.

AGENCY *Appointments*

GEO. W. HELME Co., New York, to Frank Best & Co., New York, for Norseman snuff. Said to use radio.

FLORISTS TELEGRAPH DELIVERY Assn., Detroit, to Grant Adv., New York, effective July 1. No radio contemplated at present.

GENERAL ELECTRIC Co., Schenectady, to N. W. Ayer & Son, New York, for the industrial electronics division.

MURPHY & HOLZER, Los Angeles, to J. R. Kupsick Adv., New York, to handle New York drive to acquire used cars. Previous campaign on 14 stations under name of *Smiling Irishman*, now reduced to two outlets.

BOOK PRESENTATION DIVISION, New York, to Raymond Spector Co. Said to use radio.

LEAF CHEWING GUM Co. to Bozell & Jacobs, Chicago, for Leaf spearmint gum. Said to use radio.

BITUMINOUS COALS INC., New York (promotion for coal industry), to Arthur Kudner Inc., New York. Plans not yet decided.

PRESIDENT SIGNS FCC 1944 BUDGET

FUNDS for operation of the FCC during the 1944 fiscal year were provided last Monday when President Roosevelt signed the Independent Offices Appropriation Bill appropriating $7,609,914 for regular and wartime activities of the Commission.

The bill approved by the Senate and sent to conference, was substantially the same as the measure adopted by the House after a stormy session last February [BROADCASTING, Feb. 22]. It gave the Commission approximately $223,000 more than the 1943 budget, but about $480,000 less than its budget estimate.

Regular operating budget of the Commission was left unscarred by the 1944 bill, all $2,000,000 asked for these purposes winning approval. Two major cuts from the FCC budget were $206,000 for a "War Problems Division" and $28,000 for a hemisphere communications unit. Bulk of the appropriation will go for operation of the Foreign Broadcast Intelligence Service and the Radio Intelligence Division, the FCC's national defense functions.

DINAH SHORE, vocalist of NBC *Paul Whiteman Presents*, is featured on a new weekly quarter-hour transcribed series, *News from Home*, to be rebroadcast for the AEF.

'Roundup' Open

DAILY NBC morning quarter-hour *World News Roundup* is now available for local participation sponsorship, except for the Sunday broadcast at 9 a.m., which continues sustaining. Plan calls for a 90-second opening by W. W. Chaplin, NBC newscaster in New York, followed by a 30-second break for a local commercial and 10 minutes of news by NBC's foreign correspondents. Affiliates are given a 90-second break for local announcements and Chaplin closes the period with his 40-second summary.

Serving 39% OF ALL RADIO HOMES IN TEXAS

56% OF ALL RADIO HOMES IN OKLHHOMA

"Good Luck" on any schedule directed to the Southwest

KWFT

THE "Lucky Coverage" AREA

THEY NOT ONLY LISTEN — BUT THEY BUY!

800,000 PIECES OF MAIL ANNUALLY

600,000 INCLUDING PROOF OF PURCHASE

WICHITA FALLS, TEXAS

620 KILOCYCLES The Choice Spot on the Dial

* 5,000 WATTS DAY * 1,000 WATTS NIGHT

KWFT WICHITA BROADCASTING CO.
WICHITA FALLS, TEXAS

Columbia Affiliate

National Representative: PAUL H. RAYMER CO.

RESULTS BRING RENEWALS

Oertels '92 Beer started WINNvertising in December 1940. They're still with us!

SPOT SALES, INC.
National Representatives

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK
STATION in
LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

West Coast Admen Hold Annual Meet

Maurice W. Heaton Chairman Of Radio Discussions

CROWDING four days' work into two, the Pacific Coast Advertising Association held its fortieth annual convention in San Francisco June 22 and 23. The convention was strictly business from start to finish, with 360 registrants attending. L. W. Lane, PAA president, presided.

A discussion of "Pacific Markets —Past and Present" highlighted a radio panel at which Maurice W. Heaton, vice-president of Lawrence and Cresmer, Los Angeles, was chairman. Warwick Carpenter of Santa Barbara, Pacific Coast representative of *Sales Management Magazine*, presented a report by Raymond Reeves Jr., Commerce Dept. consultant, giving factual studies of industrial developments in Pacific Coast markets as compared with other sections of the country. The report opposed the view that spectacular activity on the Coast was due to war conditions and pointed out that while war has caused the East to convert to war industries, on the Pacific Coast traditional industries have continued with immense war industry superimposed.

Predicting that when peace comes, the East will revert to its former industries, the report said the new manufacturing will continue on the West Coast.

Miller McClintock, Mutual president, principal speaker at a luncheon session, set forth a platform by which he hoped advertising could insure a sound post-war economy. He pointed out that all communication channels to the American people are the four great media: newspapers, magazines, outdoor advertising and radio, and that these channels are made strong and kept open by the flow of advertising.

Mr. McClintock mentioned advertising's ability to sell ideas as well as goods and cited its part in the war effort. "The war has opened new and dramatic opportunities for advertising messages of interpretation, and the appreciation of the people of this country for the miraculous accomplishment in war production creates a favorable atmosphere for post-war advertising of an institutional and interpretative character," he said.

"Peace and friendship among the nations will not come by the exchange of complimentary remarks, but through a mutuality of business interests which bring common advantages," he added, concluding that "skilfull advertising, and advertising alone, can create these economic relationships."

WARM-UP RECEPTION on the opening day of the Pacific Advertising Assn. Wartime Conference, held June 21-23 in San Francisco, brought these BLUE affiliate representatives together. Top row (l to r), E. W. Harvey, KTAR, Phoenix, Ariz.; Boyd Braithwaite, KIDO, Boise, Ida.; J. E. Miller, KTAR; T. M. Pennington, *Arizona Republic*. Bottom row, J. R. Heath, KVOA, Tucson; Harper M. Phillips, KYUM, Yuma, Ariz.; R. B. Williams, KVOA; Don Searle, KGO, San Francisco; George Grantham, advertising manager, Coca Cola Bottling Co. of San Francisco; Bill Pursley, *Arizona Republic;* B. R. Fulbright, KVOA; Harold R. Gates, KTAR.

A SALUTE to war workers will be broadcast weekly on WGN, Chicago and MBS, in a new program, *Hep, Hep, Hooray!* beginning Wednesday, June 30, 12:05 to 12:30 p.m.

McClintock Doubts Network Breakups

He Says Business Decency Will Dictate Loyalty

NEW FCC operation rulings will not seriously affect network radio, particularly Mutual, was opinion expressed by Miller McClintock, MBS president, at a Los Angeles press conference staged on June 24 during that executive's brief flying trip to the West Coast.

Mr. McClintock intimated that other major networks will not deviate materially from their operation of past years and the apprehension felt in some quarters is purely a matter of "certain viewpoints". "Business decency," he stated, "will dictate strict adherence to a continuing policy of loyalty to stations affiliated with networks in the matter of advertisers singling out high powered transmitters as permitted under the new FCC regulations.

Business As Usual

"Mutual most certainly won't abandon its own outlets just because an advertiser prefers a station off the network in a certain market. All programs, commercial and sustaining, will be first offered to our own stations". He added that Mutual is not worried about the new regulations and business as usual will be the network's byword.

Queried regarding television, Mr. McClintock answered that it was definitely out of the laboratories and ready to go soon after the war's end. He said frequency modulation also will get considerable impetus but which gets there first or whether the two will be combined is the subject of much speculation among radio engineers.

ONE YEAR OLD, the CBS *Mailbag*, published for former CBS men in the armed forces, is now going to 610 ex-CBSers all over the world. It is written by Jack Hoins, member of the CBS press information department.

Mexico City

The Reforma is truly the hotel of the future, providing deluxe and ultra-modern accommodations with every facility for comfort and convenience right in the midst of Mexico's glorious recreational opportunities. American and Mexican food. Low European Plan rates.

For reservation and information address: Atlantic Hotel Service, Essex House, New York City.

"Home of Ciro's—Mexico's Most Glamorous Night Club".

HOTEL REFORMA
THE HOTEL OF TOMORROW

AP

WFCI, Pawtucket, R. I.

. . . your Telescript "Washington Inside Out" more than lives up to the high standards of the finest news service available for radio.

George Sutherland,
Program Director.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N.Y.

AFA Urges Free Communications

(*Continued from page 14*)

post-war unemployment and avert inflation new goods and services must be brought into the market as rapidly as possible, he continued: "But speedy reconversion will be possible only if new orders for goods are placed promptly. They alone will keep men at their jobs in the industries, while they supply the consumer goods necessary to satisfy the pent-up demands of Joe and Mrs. Doakes . . . To create these desires for goods and translate them into orders that will mean jobs is one of the most urgent problems of the transition period."

Carroll B. Larrabee, president, Printers' Ink Publishing Co., urged his audience to take action against the "cheap and cynical fringe" who make it possible for opponents of advertising to win an increasingly sympathetic hearing. Nationally, he said, "if the advertising you pay for or prepare goes beyond your own community you can see that it lives up to the highest standards and opportunities of a wartime America." Second, he continued, "you can appoint yourself a committee of one to write to the national advertisers whom you believe are offenders. Tell these advertisers you don't like what they are doing. Tell them why you don't like it—and don't pull your punches. Finally, be sure to send a copy of your letters to the publications or radio stations carrying the advertising that is objectionable."

Inform Community

For local advertising, he urged the formation of little pressure groups to set up "community criteria" for wartime advertising. "Put these standards down in black-and-white," he said, "so that not only you but everybody in your community knows what these standards are. Put them in the hands of every advertiser in your section, local or national. See that copies get into the hands of your local papers and radio stations."

"Your media are just as anxious as you are that the advertising business live up to its full potentialities," he continued. "I know a lot of media men and they tell me so. But each one of them also tells me that he cannot fight the fight alone. If your media know that the best sentiment in your community is behind that program, then they will not hesitate in turn to tell the advertiser who wants to get out of bounds that he is using advertising that is against the best sentiment of the community. Let the media know that you are behind them and they won't hesitate long in showing you that they are behind you."

Lou R. Maxon, Detroit advertising agency head who is now deputy administrator, Office of Price Administration, closed the Monday afternoon meeting with another off-the-record "Washington Report." Subsequently he held a press conference in which he advocated price subsidies as the only solution to our immediate food problem, declaring that there is no middle ground between subsidies and inflation.

Service Advertising

At the dinner meeting on Monday, Capt. Leland P. Lovette, director of public relations, U. S. N., described advertising's contributions to the success of the Navy's selective recruiting system and the methods used by the Navy in clearing advertising of its suppliers. Citing the theme of radar as an example of how advertising is telling the Navy's story to the public, he said that radar was discovered in the Naval Research Laboratory and developed through the assistance of General Electric Co., RCA, Western Electric, Bendix and many other companies who "are telling the public through advertising, within the limits of security, some of their contributions to the war effort."

Lt. John D. Stamm, U. S. N., spoke on "War Advertising in Russia," illustrating his talk with numerous Russian war posters. J. B. Powell, editor, *China Weekly Review* of Shanghai, whose publication has been suspended since Pearl Harbor, discussed "My Fight for a Free Press in China."

War topics also occupied the Tuesday luncheon session, at which Maj. George Fielding Eliot, military analyst of the *New York Herald-Tribune* and CBS, and Max Hill, former head of AP's Tokio office, spoke on the war fronts of Europe and Asia, and George E. Sokolsky, columnist of the *New York Sun*, discussed the home front.

Club Activities

General sessions on Tuesday were devoted to an Advertising Club conference on war activities, with the morning given over to discussions of the four clubs winning awards for club achievement. In the cities of 300,000 or more, the Advertising Assn. of Houston won first award, with the Advertising Club of the Columbus (Ohio) Chamber of Commerce second. In cities of less than 300,000 the Advertising and Selling Club of Peoria was first and the Advertising Club of Springfield (Mass.) second. All of these clubs participated in elaborate and active programs designed to aid in the war effort by promoting bond sales, salvage campaigns, recruiting, USO, Red Cross and similar drives. Allan T. Preyer, executive vice-president, Vick Chemical Co., and chairman of the AFA war advertising committee, presented the awards at the Monday dinner.

Noxzema to Return

NOXZEMA CHEMICAL Co., Baltimore (skin cream), on July 6 discontinues *Battle of the Boroughs* on WOR, New York, for the summer with plans to return to the Tuesday 8:30-9 p.m. spot Sept. 28 on a 52-week contract. The company sponsors a similar program, in most cases entitled *Quiz of Two Cities*, in about 19 cities throughout the country. Agency is Ruthrauff & Ryan, New York.

Willard D. Egolf, assistant to the president, NAB, and vice-president of the AFA, presided over the Tuesday afternoon session, which he opened by pointing out that whereas lawyers and physicians are licensed by the States, advertising men derive their professional licenses from the first article of the Bill of Rights, guaranteeing free speech. "An advertisement is just as much a symbol of free speech as an editorial," he said.

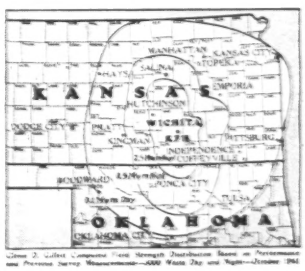
Chester LaRoche, chairman of the War Advertising Council, made a plea for "an annual inventory" of advertising, at which stock should be taken of the state of advertising and thoughtful consideration given to the suggestions of its critics. Citing the talk of Mr. Larrabee at the convention's opening session as a reminder that "there is too much vulgarity, shading and absolute disregard for the truth in this business," Mr. La

"BOOM-Baby" IN MIDWEST'S NUMBER ONE "BOOM-TOWN"

Janice Johansen is 8 months old. "Boom-Baby" with a future—because she was born in a "Boom-Town" with a future. Her dad is building a future with the Boeing Airplane Company.

Wichita has zoomed up to No. 1 sales hot spot of the Middle-West. And it's there to stay. A booming, new industrial and aviation center with plans for the future — set in the heart of America — rich in natural resources.

Put yourself in solid in the Wichita area now. Radio Station KFH will do the job for you.



That Selling Station
In Kansas' Biggest, Richest Market!

KFH
WICHITA
CBS . . . 5000 WATTS DAY & NIGHT
CALL ANY
EDWARD PETRY OFFICE

In The Fast Growing
SALT LAKE MARKET
It's
KDYL
UTAH'S NBC STATION
National Representative
JOHN BLAIR & CO.

Roche asked: "Will this speech go unheeded? Will everybody nod agreement and then do nothing?"

Asks Media to Censor

Declaring that while bad advertising is the exception rather than the rule, he stated that nevertheless it does exist and it calls for action. "There is no use writing more codes," he said. "It is apparent they do not do the job. The job to my mind belongs in one place. It belongs with those who have the power to prevent such advertising from appearing and being heard. That is, with the four great media of the nation: newspapers, magazines, radio and outdoor.

"We should ask these four media to get together to set up a strong force of their own that will do this job. And if we don't there is no doubt that the Government will have to do it for us."

War Plant Plan

Quoting Charles E. Wilson, executive vice-chairman, WPB, that "our schedule for next winter calls for 40% more munitions a month than we are now producing," Herman Wolf, assistant chief of staff, War Production Drive Headquarters, said that "to achieve that 40% increase we need more than just machines and raw materials. We need among the American people an understanding of this urgent need. We need more of that indefinable word—morale." He proposed a plan for advertising to assist in building morale among war plant workers that would help to achieve the increased production demanded by the war.

Paul Bolton, former chief, Campaigns Section, Office of Defense Transportation, spoke briefly on the ability of the local advertising clubs to do outstanding wartime jobs if they understand what the Government wants done. He discussed the need for channels of communication between them and the Government agencies, such as the OWI and the WAC are attempting to set up through the proposed community war advertising plan.

Barton Elected

At the annual business meeting of the AFA, Bruce Barton, president, BBDO, was elected chairman of the board of directors. Joe M. Dawson, president Tracy-Locke-Dawson, was elected president; Clara H. Zillessen, advertising manager, Philadelphia Electric Co., secretary; Robert S. Peare, manager, publicity department, General Electric Co., treasurer. Charles E. Murphy was reelected general counsel.

Mr. Barton; Gardner Cowles, Jr., president, The Cowles Stations and the Des Moines Register & Tribune Co.; and Lou R. Maxon, chairman, Maxon Inc., and deputy administrator, OPA, were elected directors of the AFA and the following directors were reelected: Henry H. Caswell, treasurer and general manager, W. F. Young Inc.; Herbert E. Fisk, executive vice-president, Outdoor Advertising Assn. of America; Merrill C. Meigs, vice-president, Hearst Corp.; Henry Obermeyer, assistant vice-president, Consolidated Edison Co. of New York; Allan T. Preyer, executive vice-president, Vick Chemical Co.; William C. Savage, advertising manager, *Cincinnati Post;* Dorothy Shaver, vice-president, Lord & Taylor.

At the election of the Council on Advertising Clubs, Forbes McKay, associate advertising manager, Progressive Farmer-Ruralist Co., was reelected chairman; Willard D. Egolf, assistant to the president, NAB, was re-elected vice-chairman, and Paul A. Kelly, Capital Finance Corp., was elected vice-chairman. By virtue of these offices these three men automatically become vice-presidents of the AFA.

The Premium Advertising Assn. of America, meeting Tuesday in conjunction with the AFA sessions, heard Charles Wesley Dunn, counsel, discuss the legislative situation on premiums. Herbert L. Lewis, eastern manager, direct mail division, Reuben H. Donnelley Corp., and Galen Van Meter, regional manager, Committee for Economic Development, spoke on the use of premiums in the post-war era.

Neville Miller, NAB president, addressed a Wednesday morning radio session, under the auspices of the NAB Sales Managers Division, on the significance of the Supreme Court decision on powers of the FCC, Fred E. Kenkel, vice-president, C. E. Hooper Inc., discussed the effects of the war on radio listening habits. (See separate story on page 14.)

At the concluding session of the conference Wednesday afternoon, Paul G. Hoffman, president, Studebaker Corp., and chairman, Committee on Economic Development, urged the immediate beginning of planning for postwar products, selling and advertising, "for once peace comes, industry must be ready to race to high level employment very quickly. It must get jobs for the idle millions before long unemployment brings them fear and disillusionment and want. If business has planned boldly and has the courage to act boldly when peace comes, then its wheels can begin to turn in time."

John E. Wiley, vice-president, Fuller & Smith & Ross, declared that while "advertising's *biggest* peace-work job will be the competitive selling of the additional products which our enormously increased industrial machine will produce, that will not be advertising's *hardest job.* That will be creating and maintaining a political state of mind through boom periods and recessions that is understanding of and helpful to business development.

"In the postwar world," he stated, "we will need as never before the 'take a chance' spirit which is the essence of capitalism. We will need the 'I can do it better' spirit which can best be determined through allowing a profit.

"These are the kind of simple facts about business and how business operates that ought to be known throughout the length and breadth of our land. It is advertising's job to make them known."

O'Cedar Series

PROGRAM selected by O'Cedar Corp., Chicago (mops and floor polish), as it's new Sunday afternoon series on the BLUE, starting Aug. 29, is *Hot Copy,* drama featuring the adventures of Anne Rogers, syndicated columnist. To be heard Sundays, 3:30-4 p.m. on the complete BLUE Network, the series has been heard at various times on a network basis since 1941. It will be broadcast this summer on NBC as a sustaining summer replacement for *Truth or Consequences* through Aug. 28. O'Cedar agency is Aubrey, Moore & Wallace, Chicago.

HOOKIN' ANY BUSINESS IN FISH TRAP (Ky.)?

Don't expect many nibbles in Fish Trap, stranger, you'll just be wastin' your bait! The big run in Kentucky is the Louisville Trading Area—and that's where you'll find the real sport. The section covered by WAVE is a market with 17.1% more retail sales than all the rest of the State combined. A good cast here and you've really got something! How about throwing some plugs over thisaway?

LOUISVILLE'S WAVE
5000 WATTS . . . 970 K.C. . . . N.B.C.
FREE & PETERS, INC.
National Representatives

MEET
the three best prospects you have in the nation today.
see pages 24-25

NAB Brief Enters KPAS Wage Case

Opposes Ruling of Equal Pay for Engineers

ALTHOUGH denied the right of intervention in the technicians pay scale controversy between KPAS, Pasadena, and Local 40 of the International Brotherhood of Electrical Workers (AFL), NAB through counsel of Pacific Coast Broadcasting Co. Thursday submitted a brief to the Regional War Labor Board in Los Angeles, which was reviewing a ruling of George Chaney, U. S. Conciliation Service arbiter. The Union was given an additional three days to reply to the NAB brief.

In its brief, NAB argued against the decision of Mr. Chaney that technicians and technical supervisors in all stations, regardless of power, do the same work and are entitled to the same pay. On this basis, the arbiter had awarded KPAS technicians pay equal to that at KMPC, highest paying station in the Los Angeles economic area [BROADCASTING, April 19].

Superficial Knowledge

Asserting that the arbiter showed a superficial knowledge of the craft, NAB, through its labor counsel, Joseph L. Miller, said the jobs in various stations involved degrees of skill which compared with those of a streetcar motorman versus an engineer on an electrified railroad.

The brief described the process of training by which large stations recruit technical personnel from smaller stations, pointing out that work in small stations is not so exacting, and that small station technicians "are not required to meet any technical problem which may arise while in a larger station each technician is supposed to be able to meet any emergency."

NAB also said adoption of the Chaney argument would hurt the war effort since it might force small stations off the air.

BILL BACHER, Hollywood radio writer, has been signed by 20th Century-Fox to a three-year writer-producer contract.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

Up Again in August

Sales Management magazine forecasts a 19.2% increase in Hartford's retail sales for August. Match this trend with an appropriate spot campaign on WDRC, Basic CBS, Hartford. Write Wm. Malo, Commercial Mgr., for availabilities.

CBS

Miller Asks Law

(*Continued from page 14*)

day in court and to secure that result the Federal Communications Bar Association is advocating certain procedural changes. Furthermore, we are advocating the adoption of an amendment providing for declaratory judgment procedure. Today it is impossible to challenge the actions of the FCC without violating the Commission's order and placing your license in jeopardy. Under the declaratory judgment procedure, a station may request a ruling on any Commission action and if not satisfied, may appeal the Commission's ruling to the court for review.

There are other provisions regulating the use of a station for the discussion of public or political questions and other amendments may be proposed before the hearings are concluded, but briefly our legislative program is aimed at maintaining a free radio. The White-Wheeler Bill embodying these provisions was introduced March 2, 1943, and hearings will start in September. It is possible to secure these needed amendments if we can only bring the need of them to the consciousness of the American people. It is highly important that this be done.

It is important to you as advertisers because radio is an important medium of advertising. It is important that it be kept free. Let government control of programs once get started and it will, like creeping paralysis, gradually suck the vitality of radio.

Today your clients, because radio is free, can combat the many theories of the starry eyed boys who would love to remake the world. Yet let the government secure control of programs—let the FCC by raising its finger indicate that more time should be given to government officials and less to advertisers—and the very basis of free enterprise will be threatened.

Listening Goes Up

Radio listening may reach new heights this summer, Fred H. Kenkel, vice-president of C. E. Hooper Inc., predicted, with national gasoline rationing and the Eastern ban on pleasure driving as the main causes. He warned, however, that increased nighttime employment and work in Victory Gardens in the early evening hours may reverse this trend to some extent.

Increased use of evening hours by network advertisers has produced a competition for listeners which may perhaps lower the ratings of individual programs, he said, unless there is a further increase in audience. "However," he added, "perhaps the most significant fact about evening wartime listening has been that despite the fact that broadcast hours have remained high, average ratings have gone higher. This indicates that evening sponsored radio is manifesting excellent health in wartime."

Durkee Spot Series

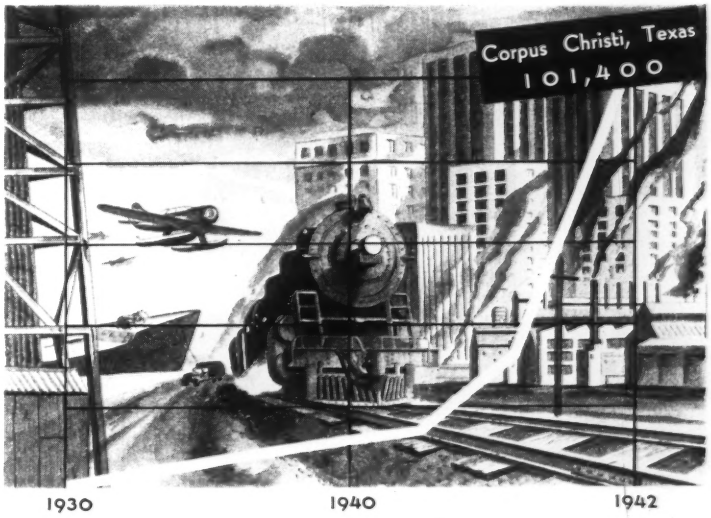
DURKEE FAMOUS FOODS Inc., Elmhurst, N. Y., starts a spot announcement campaign on WFBN WEAN WJAR WREC for Durkee's Famous Dressing, July 5. Announcements start off at the rate of 20 a week per station, to be reduced to ten a week. Agency is Federal Adv., New York.

BMI Licensees Meet

NINTH meeting of program managers of stations licensed by Broadcast Music Inc., the last until early fall, took place June 26-29 in New York, with M. E. Tompkins, general manager of BMI, presiding. Songs on which BMI and affiliated publishers are concentrating were auditioned, and brief talks were given by Sydney M. Kaye, BMI executive vice-president and general counsel; Carl Haverlin, vice-president in charge of station relations; R. L. Harlow, program director; Ralph C. Wentworth, field representative, and Robert Burton, house counsel. In addition to other BMI executives, 25 program managers attended the sessions.

Arvey Spots

ARVEY Corp., Chicago (R-V-Lite glass substitute), has placed a total of 13-26 one-minute spot announcements for fall starting dates on the following stations: KVI KOIN KPO KNX KFPY KSL WGBL KLZ WJR WBAL WHAM WSUA WRNL WPTF WGY WLW WTIC KYW WREC WSB KFYR KFBI WKY WFAA WCCO KWTO WAAF and KXOK, and 36 on WLS, Chicago; 48 on KFAB, Lincoln, Neb.; a quarter-hour program thrice-weekly on WHO, Des Moines, for seven weeks; and a quarter-hour segment on *Grand Ole Opry*, WSM, Nashville. Starting dates will be staggered from Oct. 8 to Nov. 1. Agency is First United Broadcasters, Chicago.



● "FIRST IN WAR GROWTH AND POST-WAR PROSPECTS"

In Philip M. Hauser's recent survey, he rates Corpus Christi, Texas, as a Class A-1 city—that is, one of the six cities which grew most rapidly during the war and now have the best prospects of retaining their wartime growth.

With its audited city zone population of 101,400 and county population of 123,239, Corpus Christi offers you a rapidly expanding market which is dominated by one major station—KRIS. Yes, the Hooper Station Listening Index for Fall gives KRIS a dominant 63.6% evening listenership against 13% for station B and only 11% for station C. Use KRIS for a selling-clinch on Corpus Christi now!

KRIS

CORPUS CHRISTI, TEXAS

MEMBER OF NBC SOUTHWESTERN GROUP

● represented by the Branham Company

Special Combination Buy—KRIS and KXYZ, Houston . . . Investigate!

XUM

Charges Against Chairman Fly

(*Continued from page 10*)

resolution adopted by the BWC for the purpose of preventing Mr. Fly from making public utterances on matters relating to such Board affecting national defense.

Mr. Fly's insistence on reopening the consent decree (RCA) and refusing to renew RCAC licenses despite the protests of the Army and Navy.

Mr. Fly's refusal to approve the operation of miniature broadcast stations at isolated combat outposts if the stations are to be soldier operated.

Mr. Fly's insistence that the broadcasting stations operated by the Army in Alaska and elsewhere abroad for the purpose of maintaining morale in the armed forces should be operated by the Office of War Information.

The FCC's consistent effort through the years to exercise jurisdiction domination and control over the useful radio spectrum, not only in respect of the allocation of standard commercial broadcasting frequencies for use by Government departments as provided by law, but also over the allocation of frequencies and agencies, the jurisdiction of which has not been entrusted to the FCC by law; and the manner by which Mr. Fly, through his domination and control of the Interdepartment Radio Advisory Committee, has prevented Government agencies from having their needs and opinions in such matters presented to the President for his consideration.

Mr. Fly's refusal for a period of nine months—and for nearly seven months after Pearl Harbor—to turn over to the Federal Bureau of Investigation, at the request of that Bureau and the Navy, the fingerprints of radio operators aboard American merchant marine vessels, for investigation by the FBI; the importance to the national defense that such investigations should have been promptly made, and the strategic position occupied by any disloyal or enemy operators to endanger the national defense; the incompetent manner in which such fingerprints were taken by the FCC, compelling the return to the FCC of the fingerprints of some 55,000 operators as useless and of no value.

Contribution to Pearl Harbor Disaster

The protests made by the admirals in charge of convoys respecting the failure of the FCC to have the ship radio operators investigated by the FBI promptly because of the imminent danger to the national interests in the event that such action was not promptly taken.

Mr. Fly's successful activities in defeating the Army-Navy and Hawaiian broadcasting stations' voluntary pre-Pearl Harbor joint efforts to arrange for the elimination of Japanese language broadcasts in Hawaii; and the contribution of such resulting failure to the Pearl Harbor disaster.

FCC's penetration into the military field of radio intelligence and direction finding; the resulting duplication of such services maintained by the Army and Navy; the fact that the names of FCC's two divisions—Radio Intelligence Division and Foreign Broadcast Intelligence Service—are misnomers and misleading, since such divisions do not perform intelligence services, because it is impossible to impart to an agency like the FCC information which it would have to have, and which the Army and Navy do have, in order to do such work effectively; that such service was first known as Foreign Broadcast Monitoring Service (FBMS); and the fact that it is impossible to coordinate any civilian agency like the FCC with the Navy's radio directon fiinding systems, which are coordinated with military systems.

That the FCC is not equipped to do radio intelligence work because of the elaborate systems that the military services maintain, the location of their stations, and the work done by such services with the stations maintained by our military allies, and because of the nature of the secret military information which can be known only to the few military people charged with the responsibility of doing that kind of work; that such work is a form of military work more distinctly necessary than combat work itself.

That military radio intelligence means gaining through the radio spectrum intelligence of the enemy; and that what FCC attempts to do does not constitute radio intelligence but merely constitutes monitoring or more primarily listening to the enemy's transmissions.

That the FCC personnel is inadequately trained in radio intelligence work and not familiar with the methods and radio activities of our enemies. That essential information to a proper conduct of this intelligence work is of the highest degree of secrecy, which can be given only to the most trusted and experienced personnel, who must also be subject to military discipline.

That such an event would be highly dangerous, and that such an incident based on such improperly evaluated information furnished by the FCC actually transpired in Alaskan waters.

That the Radio Intelligence Division of the FCC definitely overlaps functions and operations of the military services in the fields of radio direction finding overseas, radio direction finding of domestic clandestine stations, the intercention of enemy radio telegraph transmissions, the conduct of a distress service, and such matters as the furnishing of information to aircraft in operation.

* * *

Danger to National Security Stressed

The fact that the Radio Intelligence Division of the FCC is not qualified, either from the standpoint of equipment or personnel, to do other than local monitoring, because (1) its stations are not properly located, (2) its personnel lacks adequate intelligence information respecting the enemy and is not trained to handle direction finding triangulations and other radio intelligence functions, and (3) the military services cannot entrust secret military information essential to the proper functioning in radio intelligence to a civilian agency, and more particularly to one prone to publicize its activities for its own aggrandizement.

The fact that the military personnel is trained and equipped to and does perform adequate radio intelligence functions; and the fact that the alleged national defense efforts of the FCC constitute a duplication of no value whatsoever to the armed forces, but, on the contrary, in fact endanger national security.

That the FCC does not and cannot, as claimed by Mr. Fly, render services of any value to the Army in locating enemy ships or in reporting attacks upon war shipping.

That FCC, through its RID, does not perform the services which Mr. Fly has claimed it renders for the Army and Navy in his testimony before various committees of the Congress, such as the Appropriations, Costello and other committees. That the Army and Navy have never requested (and do not want) FCC to perform for them the services claimed by Mr. Fly to be rendered to them by their request. That such information furnished the Navy by the RID of the FCC respecting the alleged location of enemy ships has necessitated the expenditure by the Navy of days in checking such reports, only to ascertain that the alleged enemy shpis were in fact standard radio stations located in Japan.

* * *

Neither Army Nor Navy Uses FBIS Material

That the daily, weekly and other analyses prepared by the FCC's FBIS from the foreign broadcasts are of no value to the Army or Navy, since they are engaged in military operations controlled by Chiefs of Staff pursuant to plans made long in advance.

That neither the Army nor the Navy makes use of the wire or analysis material put out by the FCC's FBIS because they have their own well tried and established means of obtaining such material as they require for the purpose of military operations.

That the material gathered by the FCC's FBIS and wired by it through the Office of War Information is nothing more than a sort of glorified, world-wide news-gathering and dissemination agency which serves the national and international press associations, the daily press, and the broadcasting companies.

That the disclosures made by Mr. Fly to the Appropriations Committee of the Congress in respect of the alleged war activities of the FCC in support of appropriations sought by him to maintain these useless divisions, are detrimental to the national security, because the Army and Navy feel that even the existence of the conduct of such services should not be disclosed, much less a description of the manner in which they function. That false impressions have been given to the Congress in the representations made to get appropriations for such services.

That the influx of the civilian employes of the FBIS of the FCC and the OWI in the North African theatre of war operations has presented difficulties and embarrassment to the armed forces there which have necessitated a request for their immediate withdrawal and transfer.

* * *

Mr. Fly's successful efforts in delaying television, thereby depriving the national defense of the benefits of such development in wartime.

Mr. Fly's delay of frequency modulation (FM) by the expenditure of the Commission's time in establishing Commission policy with respect of matters more propeerly within the competency of the Congress rather than within the lawful jurisdiction of the Commission; and his activities in keeping the radio industry terrorized and in a state of fear, particularly during a period when unity is required and every energy devoted to the winning of the war.

easy to get

to your prospects over the fastest growing network station in all the West and at the lowest cost, too. It's the Bargain Buy of the Nation's 3rd major market!

KECA
OF LOS ANGELES

Earle C. Anthony, Inc.

BLUE NETWORK AFFILIATE • FREE & PETERS, Inc., National Representatives

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

IN RECOGNITION of the contribution of the nation's radio and press to its 100-million-dollar war bond drive, the Cross of Honor of the United States Flag Assn. was formally presented last Monday to the heads of the trade associations representing these media at a luncheon in Washington. (L to r) Linwood I. Noyes, of Ironwood, Mich., president of American Newspaper Publishers Assn.; Walter D. Fuller, president, Curtis Publishing Co., executive chairman of the Association, who made the presentations; Neville Miller, NAB president; and Undersecretary of the Treasury Daniel W. Bell. Campaign, for the week June 8-14, was conducted jointly by the Flag Assn. and the Treasury.

Our Shortwave to S. A. Described as Ineffective

BACK FROM a three-months survey of Latin American markets, Franklin Johnston, publisher of *American Exporter*, last week addressed 50 representatives of firms engaged in export advertising, on U. S. advertising in Central and South America.

At a luncheon meeting of the Export Advertising Assn., with J. J. Clarey, president, as chairman, Mr. Johnston said he found U. S. advertisers in good standing in Latin America. American products, methods, and businessmen appear to be welcome, but U. S. propaganda efforts in behalf of democracy are not meeting with appreciable response, he said.

Commenting on media, he expressed disappointment in U. S. shortwave effectiveness, due to poor quality of reception. Newspapers on the West Coast of South America list BBC rather than American programs as a result, he said. In Argentina 60% of the sets are for local reception only because of shortwave reception difficulties. Favorite U. S. commentator he found to be William Winter, CBS West Coast analyst.

Elgin off for Summer

UNTIL ELGIN Watch Co., Elgin, Ill., resumes sponsorship of *The Man Behind the Gun* in the fall, CBS presents the series at a new time, Saturday, 7-7:30 p.m. Series, based on experiences of our armed forces, was heard this winter under Elgin sponsorship, Sundays, 10:30-11 p.m. Agency is J. Walter Thompson Co., New York.

Petticoat Engineer

WITH a Federal license as transmitter engineer, Mrs. Amy Collins takes on a full-time job at KVOO, Tulsa. Only a few months ago, she left her duties as clerical office worker to start engineer training. Mrs. Collins is said to be the first woman in the Southwest to invade this profession.

Kellogg on 'Breakfast'

UNAFFECTED by rationing or shortages, cereal firms have been expanding their advertising. Kellogg Co., Battle Creek, already sponsoring portions of BLUE *Breakfast at Sardi's*, effective July 5 shares sponsorship with Swift & Co. of the BLUE *Breakfast Club*. Swift sponsors Tuesday through Saturday, 9:30-9:45, while Kellogg takes 9:45-10 Monday through Thursday on full BLUE plus some NBC outlets totaling 165 stations. J. Walter Thompson Co., Chicago, handles the account, while Kenyon & Eckhardt, New York, is in charge of Pep and All-Bran. Last week Kellogg bought a recorded version of *Breakfast at Sardi's* on two CBS Arizona stations, KOY and KTUC, for Pep. The company is reported to be considering a quarter-hour of news on either the BLUE or Mutual, for cereals or Gro-Pup. Appropriation is estimated over $3,000,000.

Nebraska Stations Protest Free Time For Railroads Buying in Other Media

EDITOR, BROADCASTING:

We are glad to notice the complaint in your June 14 issue against the OWI requests for free publicity in behalf of railroads when they are paying the newspapers for similar appeals.

The Nebraska Broadcasters Assn., comprising all stations in Nebraska, is very much opposed to this discrimination.

Mrs. V. J. LeBarron, KGNF, North Platte, Neb., wrote OWI: "The railroads are making money hand over fist and can well afford to pay for the advertising they need; surely it isn't exactly cricket to ask the radio stations to fight the battles for everyone . . . we have to live you know . . . and with darned little cooperation for our problems of existence."

No Obligation

Frank Barhydt, regional radio director, OWI, Kansas City, replied in part:

"This employment service is not maintained for the benefit of any individual railroad but rather for the industry as a whole. Since it is vital that the nation's transportation system continue to function efficiently, the Government has seen fit to make available to the railroads this service.

"I think we should emphasize that the material furnished you by OWI is for your consideration only. If you do not agree with the sentiments which are expressed or with the definite need for the broadcast of such material, you are of course under no obligation to put it on the air."

Anson Thomas of KGFW, Kearney, president of our state association, suggests we bring this matter to the attention of the national railroad association and request their cooperation on a commercial basis.

Lumir Urban of KORN, Fremont, calls attention to the fact that the railroads are using display and wanted space in Nebraska newspapers advertising for men.

Jud Woods of KFAB, Lincoln, says: "Each station should redouble its own efforts in going after the railroads individually. Situations such as the present one leave the door wide open for such action."

Similar expressions come from our other members. We wish to thank you in behalf of all Nebraska radio stations for your cooperation in publicizing this matter.

ART THOMAS (WJAG)
Secretary Nebraska Broadcasters Assn., Norfolk, Neb.

Editor's Note—W. L. Gleason, president of KPRO, Riversi e, Cal., cited the railroad's free use of radio through OWI as an instance of discrimination against the media, since identical material is used on a paid-space basis in newspapers [BROADCASTING, June 14].

RECIPE

for reaching the greatest wartime production audience of the nation.

see pages 24-25

New Shortage Areas

FOUR additional areas have been classified areas of acute labor shortages by the War Manpower Commission, clearing the way for introduction of the 48-hour week. There are now 46 such areas. Additions to the list are Muskegon, Mich., Stockton, Cal., Anniston, Ala., and Gadsden, Ala.

Fighting MIAMI

....Is A Richer Market Than Playing Miami Ever Was!

Miami's present income of almost a third of a billion dollars annually . . . higher than any tourist year by far . . . reflects its great growth of new war industry with a phenomenal increase in manufacturing pay rolls . . . and a gain of more than 39% in population since 1940 . . . with jobs for all.

WIOD Covers This New Rich Market As Completely As Miami's Magic Sun

National Representative
GEORGE P. HOLLINGBERY COMPANY

★ 5,000 WATTS 610 KC NBC

WIOD MIAMI

Mutual Board to Meet; June Billings Increased

A MEETING of the Mutual board of directors and the network's shareholders to be held in MBS New York headquarters July 14 was announced last week by Miller McClintock, president. The network's executive committee, W. E. MacFarlane, WGN; Theodore C. Streibert, WOR; Lewis Allen Weiss, Don Lee Broadcasting System; H. K. Carpenter, WHK-WCLE, and Mr. McClintock will hold an executive meeting the day before the board meeting. MBS billings for June totaled $1,100,481, an increase of 65.4% over the June 1942 total of $665,372. For the half-year, Mutual's cumulative gross time charges amount to $5,902,918, up 10.6% above the $5,335,103 Mutual billings for the first half of 1942.

CBS Ninth District Meets

AT A MEETING of CBS Affiliates of the 9th District, composed of Arizona, Utah, California, Oregon, Washington and Montana, held in San Francisco June 25th, it was unanimously voted to petition CBS to discontinue the practice of broadcasting network spot announcements on station break time between quarter-hour programs. "Cowcatcher" and "hitch-hike" announcements were also condemned as contrary to the principles of good broadcasting and it was suggested that the networks get together to eliminate these in behalf of the industry. Meeting was called at the request of the affiliates by C. W. Myers, CBS Conference Board representative for the 9th district.

Payne Mystery

(*Continued from page 9*)

Norfolk, Neb., who was originally elected to the House in 1935 largely because of his radio following.

4—Rosel H. Hyde, assistant general counsel of the FCC and one of the original attorneys with the former Radio Commission, who hails from Idaho.

It was thought in some quarters that the post might be left vacant for the present—until the House Select Committee investigating the FCC concludes its task. It is no loose thought, now that the Committee is off to a vigorous start, that the upshot may be full-scale reorganization of the FCC.

Senatorial Support

By virtue of the President's withdrawal, Mr. Payne was out of office after a nine-year tenure. Of course, there still is the possibility of renomination, but the betting is 1,000 to 1 against it. The New Yorker, in his 67th year, was originally named by President Roosevelt to a two-year term in 1934. He was renominated in 1936, after back-stage bickering, for a seven-year term. A former New York tax commissioner, Mr. Payne has voted with the FCC's Democratic majority in most policy matters.

It is reported Mr. Payne had the endorsement of both Senators Wagner and Mead of New York, and was supported by FCC Chairman James Lawrence Fly.

COUNSEL BATTERY for the Cox Committee to Investigate the FCC as the hearings opened last Friday. (l to r) Milton I. Houser, New York, Fred R. Walker, Detroit, assistant general counsel, and Eugene L. Garey, New York, General Counsel. In background, at table, FCC General Counsel Charles R. Denny Jr., (at left) and members of his staff.

Committee Scans Agency Requests

POINTING out that business and industry are still largely unaware that a mechanism has been established by which Governmental information requests can be kept at a minimum through elimination of unauthorized questionnaires, the Advisory Committee on Government Questionnaires, with the concurrence of the Bureau of the Budget, last week called upon businessmen to exercise more caution about those report forms "that are suspect".

W. J. Donald, chairman of the Advisory Committee, pointed out that corrective measures on issuance by Federal agencies of unauthorized questionnaires are being taken, in collaboration with the Budget Bureau, but that some industry groups have been slow in forwarding information. He pointed out that with few exceptions all Government questionnaires are subject to review of the Bureau of the Budget and may not be issued by a Federal agency unless authorized by the Bureau. He pointed out that whenever desired no disclosure will be made of the person or organization making the inquiry.

The broadcasting industry, through a committee set up by the NAB, is collaborating with the advisory group and the Budget Bureau. Complaints have been made of particularly burdensome questionnaires in the broadcasting field, particularly the FCC application forms. In recent months, however, steps have been taken by the Commission to reduce the size of some of its forms. Meetings have been held recently with Mr. Donald's organization and the Budget Bureau.

Mr. Donald pointed out that particularly burdensome questionnaires, even if they have had Budget Bureau approval, may be made the subject of legitimate inquiry or complaint. Through the Advisory Committee or some of its 40 specialized subcommittees, including one covering broadcasting, businessmen may be heard whenever a form is reconsidered in advance of the date of its expiration.

The Advisory Committee is composed of representatives of a number of well-known trade associations. Russell Schneider is the committee's executive secretary. Offices are maintained at 1615 H Street, N. W., Washington, and a staff maintains constant contact with the Budget Bureau and with business and industry.

PICTURES OF THE FACTORY

It takes more to hold the goodwill of the public than the occasional publication of a picture of your factory. People are interested in your factory only for its ability to satisfy their wants. If you can't meet their demand for your product now, you must find some other desire of theirs that you *can* satisfy, to hold their goodwill.

One of the best ways is to give them something they value—radio entertainment—to remember you by.

CFRB
TORONTO
860 KILOCYCLES

Surveys prove at least one quarter of all radios in Canada's richest market are *always* tuned to CFRB.

SPOTLIGHT
IDAHO'S
RICH FARMLAND
WITH
KTFI
TWIN FALLS, IDAHO
—PULSE OF THE
MAGIC VALLEY—

House Probe of FCC

(*Continued from page 10*)

whim and caprice of the Commission".

Mr. Garey emphasized the entire program of inquiry will bear on other "important questions of policy", such as network broadcasting, multiple ownership, newspaper ownership, judicial decisions, practice and procedure, judicial review, personnel, and need for "amendatory legislation". The committee's primary desire, he said, is to "achieve a constructive result" with "corrective legislation" the ultimate goal.

Both the R&D and the FBIS, in which Mr. Fly was the moving spirit, were described by Mr. Garey, based on "facts heretofore substantially established through investigation by this committee," as unnecessary, undesirable and unwanted by the military.

FBIS was labeled "a sort of glorified, worldwide news gathering and dissemination agency which serves the national and international press associations, the daily press and the broadcasting companies". And the overall "intelligence" activities of the FCC were said to be regarded by the military in such fashion as to have resulted in the sweeping recommendation to the President that the "better prosecution of the war will be served' by terminating them.

Delay of Television And FM Is Charged

Even television and FM got into the opening day's inquiry. Mr. Garey, in his letters to the War and Navy secretaries, said that among the facts that had been "substantially established" by the committee were "Mr. Fly's successful efforts in delaying television, thereby depriving the national defense of the benefits of such developments in war time."

As to FM, he alluded to the chairman's "delay" of the medium by "the expenditure of the Commission's time in establishing Commission policy with respect to matters more properly within the competency of the Congress rather than within the lawful jurisdiction of the Commission; and his activities in keeping the radio industry terrorized and in a state of fear, particularly during a period when unity is required and every energy devoted to the winning of the war."

In his opening statement, after reviewing the history of radio regulation, Mr. Garey said the law gives the FCC "undisputed statutory authority" to regulate the "physical aspects of the use of the radio spectrum". That comes within the "lawful scope" of the "public interest, convenience or necessity" clause, he said.

"Many of the acrimonious disputes which have subsequently arisen respecting the lawful extent and scope of the Commission's powers may be directly traced to the employment of this phrase in the statute", he declared.

"It is clear that the practically unrestricted delegation of power made by the phrase 'public interest, convenience or necessity' without guiding standards and without the check and balance which a full judicial review might have provided, created ample and unlimited opportunity for the Commission, if so minded, to distribute unchecked Government favor and largesse among the politically faithful and subservient, and ample power with which to whip and cow all political opponents possessing the temerity and courage to protest or challenge the actions or policies of the Commission."

Military Sought Transfer of Functions

It became abundantly clear, as soon as the inquiry began, that the Garey staff had amassed a wealth of information aimed at purported national defense functions of the FCC. Revealed for the first time was the joint request of Secretary of War Stimson and Secretary of the Navy Knox, asking President Roosevelt to transfer by Executive Order the functions of the FCC's Radio Intelligence Service to the "military forces", based on the recommendations of the Joint Chiefs of Staff. The Executive Order, pending since Feb. 8, has not been promulgated.

Introduced in the record by Mr. Garey, following Judge Cox's opening statement and his own, were almost identical letters, dated June 25, to the Secretaries of War and the Navy asking that certain officers of the military and naval forces appear as witnesses in the FCC inquiry and that they produce "certain documents and papers" from the files of their departments.

In these letters, covering a score of pages, Mr. Garey enumerated at length the documents, memoranda and correspondence requested, purported to indict the FCC, and particularly Chairman Fly, with respect to national defense functions of the Commission.

Revealed for the first time in the letter to Secretary Stimson was the investigation of Neville Miller, NAB president, conducted by the Law Committee of BWC last year. Not a single word had been printed of these secret proceedings, said to have been initiated by Chairman Fly. Mr. Garey asked for all memo-

Davis, Nelson to Address Entertainment Meeting

ELMER DAVIS, director of OWI; Donald Nelson, director of WPB; Henry Morgenthau, Secretary of the Treasury; Brig. Gen. F. H. Osborne, head of the Joint Army-Navy Welfare & Recreation Committee, and Winthrop Aldrich, chairman of the National War Fund, will address the conference of the National Entertainment Industry Council to be held in New York July 14-15. Remainder of the two-day meeting will be devoted to a discussion of how the entertainment industry can best go about meeting the needs of the government and the armed services as outlined by the guest speakers.

About 35 of the 60 organizations invited to participate in the conference have definitely agreed to take part and most of the others have indicated that their formal acceptance is only awaiting meetings of the governing boards of their groups. Speakers for the session were secured through a Washington mission of a special speakers' committee headed by Leonard Callahan of SESAC and also including George C. Shaefer, chairman of the war activities committee of the motion picture industry, and Walt Dennis, NAB.

What Stations Best Serve America's Great

WAR ARSENAL?

see pages 24-25

Hon. Sol Taishoff,
Broadcasting Magazine,
Washington, D. C.

Dear Sol:

People really must read your esteemed book because we're been swamped with requests for Dope on how we did it ever since we ran that ad about six out of seven dept. stores in Charleston, W. Va., using WCHS. Boss is thinking of letting me offer a course of 10 easy transcribed lessons. It's gotten to the point where we've mimeographed the answer to the first request we received and now we just send a mimeo copy. So I'm posting us on, yours,

ALGY

Who is this guy, Conn?
Yes.
ALGY

WCHS
Charleston, W. VA.

Power AND POPULARITY

WCAO

The Voice of Baltimore

5,000 WATTS
DAY and NIGHT
☆ **600 KC** ☆

The Basic Columbia Outlet for Maryland

PAUL H. RAYMER CO.
National Sales Representative
New York · Chicago · San Francisco · Los Angeles

randa, reports and correspondence relating to the charges before BWC against Mr. Miller, the "Army's and Navy's opposition thereto, the transcript of the testimony taken at the hearings on such chages and the findings exonerating Mr. Miller."

Refusal to Submit Operators' Fingerprints

The Pearl Harbor incident was brought within the scope of the inquiry in the citations for exhibits and correspondence relating to that incident. There was reference, for example, to "Mr. Fly's refusal" for nine months—and seven months after Pearl Harbor—to turn over to FBI at its request and that of the Navy, fingerprints of radio operators aboard American merchant vessels and to "Mr. Fly's successful activities in defeating the Army-Navy and Hawaiian broadcasting stations' voluntary pre-Pearl Harbor joint efforts to arrange for the elimination of Japanese language broadcasts in Hawaii; and the contribution of such resulting failure to the Pearl Harbor disaster."

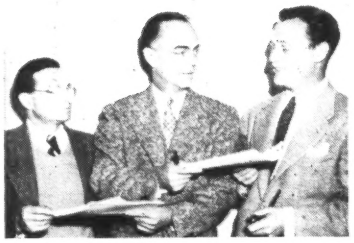
In his opening statement Mr. Garey asserted the investigation "can and will be conducted without the disclosure" of military information, declaring the responsibility of non-disclosure rests "quite as much on this committee as upon any other part of the Government." He pointed out, however, that with the entry of this country into the war, there was a "frantic rush by numerous Governmental agencies, both old and new, to establish themselves as indispensable units in the conduct and winning of the war."

Asserting that in many instances the war activities of such agencies have been magnified, through one means or another, far beyond all recognition that may properly be accorded them as "true war agencies", he said that when "alleged war activities are challenged" as wasteful, extravagant or unauthorized by law, the agencies attempting to enhance their importance to the war efforts and their friends "inevitably raise the hue and cry that the war effort is being impeded, and that an inquiry into their war functions will call for a disclosure of secret military information."

War No Basis for Raids on Treasury

It must be recognized, Mr. Garey said, that the existence of "a state of war constitutes no license to raid the Treasury, either through waste and extravagance by lawfully constituted war agencies, through the operation of worthless activities under the guise of the furtherance of the war effort, or otherwise.

Hence, he said, the investigation had proceeded on the basis that the Committee, Congress and the public will be entitled to know the facts surrounding the "Commission's so-called war activities and functions" to the end that such activities and functions may be abolished, curtailed or extended if the Congress sees fit.



SWITCH IN PRODUCERS on the weekly NBC *Rudy Vallee Show* occasioned this agency trio huddle preceding a broadcast. Production-executive criss-cross (l to r) includes Dick Mack, formerly producer of McKee Albright, agency servicing the account, and now on leave of absence; James A. McFadden, New York vice-president in charge of radio and Tom McAvity, newly-appointed producer. Series is sponsored by Sealtest Inc.

The Feb. 8 letter to the President from Secretaries Stimson and Knox cited that the two Cabinet members joined the Chiefs of Staff in recommending that the Executive Order transferring from the FCC to the War Dept. the former's intelligence functions bore their endorsement. It asserted radio intelligence "is an important military weapon", and that through these activities the military forces of the United States and their allies obtain information "of the utmost importance".

Adm. Leahy Points to Shortcomings of FCC

Participation of the FCC in radio intelligence should be discontinued, said the letters, because for reasons of coordination and security, there should be "full military control"; since the responsibility for military action rests with the armed forces, the responsibility for obtaining the technical information governing that action must also be in the armed forces, and because "military activities have been hampered by severe shortages of trained personnel and critical equipment essential to naval intelligence."

The President was also informed that Secretary Knox last September had requested the joint Chiefs of Staff to study the problem of responsibility and security of naval intelligence.

"They (the Joint Chiefs of Staff) as well as the responsible military commanders in the field," said the letter, "are of the belief that radio intelligence, the location of clandestine stations, the supervision of military communications, security and related activities must, in their very nature, be under the sole control of military forces."

Attached to the letter to the Chief Executive was a copy of the Feb. 1 letter from Adm. William D. Leahy, Chief of Staff, to the Secretary of the Navy on the investigation. He said radio intelligence activities of the FCC "tend to be less and less useful as the art progresses." He ascribed this to integration into proper radio intelligence systems of "large quantities of secret military information accumulated through special processes by the armed forces * * * and other special information which for obvious reasons cannot be disseminated to an agency such as the FCC."

"Moreover, information obtained by the FCC through its own radio intelligence activities is not, in the military sense, secure, due to the inherent tendencies toward publicity of FCC activities, use of non-secure methods of reporting and correlation and the necessarily close relationship of FCC military-intelligence activity with other phases of the agency's work."

He concluded that the "better prosecution of the war will be served by terminating all military and quasi-military radio intelligence activities of the FCC and confining such activities to the Army and Navy. Because the Army's present need for personnel and equipment is greater than that of the Navy, the recommendation was that "all of the radio intelligence facilities of the FCC should forthwith be transferred to the Army entirely."

Adm. Leahy recommended also that the personnel of the FCC heretofore engaged in radio intelligence should be made available initially as civilian employes of the Army, pending decision by the Army as to which shall be placed in military status, which shall be replaced by military personnel and which would be best retained in the Army as civilian employes.

Promulgation of the proposed Executive Order, Adm. Leahy stated, would leave the FCC in the radio field with the responsibility for monitoring, processing and disseminating foreign voice, news and propaganda broadcasts (its Foreign Broadcast Intelligence Service), the monitoring and inspection of stations licensed under the Communications Act, all necessary li-

ONLY WGY has the POWER (50,000 watts), the PROGRAMS (NBC plus the region's foremost local shows), and the POPULARITY (based on 21 years of service) to put together a 1½-Billion-Dollar Market in the Hudson Circle.

Represented Nationally by NBC Spot Sales

WGY GENERAL ELECTRIC

When you see the Above Coat of Arms You Think of Nova Scotia

When You Think of Nova Scotia You Must Think of

CHNS

The Key Station of the Maritimes at Halifax

Rep: WEED & CO.

censing procedures, including revocation and suspension, and the institution of prosecution of licensed stations and operators for violations of treaty, statute or regulations.

Navy and Army Personnel Called

Mr. Garey's virtually identical letters to Secretaries Knox and Stimson in effect outlined the so-called war effort case against the FCC. He pointed out that the committee had completed certain phases of its preliminary activities of the FCC and intended to hold formal public hearings, and take testimony within "a short day". He said the committee would require at such hearings the presence of certain officers and the production of certain documents and papers from the files of the departments.

The Naval personnel whose attendance at the hearing as witnesses "will be required by the committee" were listed as Secretary Knox; Capt. Andrew H. Addons, Communications Officer, Eastern Sea Frontier; Capt. Jerome L. Allen, former Communications Officer, Eastern Sea Frontier; Lt. Com. Cecil H. Coggins; Lt. (j.g.) Edward Cooper; Capt. John Lawrason Driscoll, USMC, Air Station at Cherry Point, N. C.; Capt. Charles F. Fielding; Capt. Carl F. Holden, former director of naval communications; Rear Admiral R. E. Ingersoll; Lt. Vanner T. Larson, Officer of Naval Intelligence; Rear Admiral Leigh Noyes; Lt. Com. Duke M. Patrick; Rear Admiral Joseph R. Redman, Director of Naval Communications; Lt. Com. Paul Segal; Rear Admiral Harold C. Train, Director of Naval Intelligence; Rear Admiral Theodore S. Wilkinson; Com. F. O. Willenbucher USN (retired), chief of the legal section, office of the director of naval communications; Capt. Ellis M. Zacharias, assistant director, Office of Naval Intelligence.

In addition, Mr. Garey asked for the appearance of Adm. Adolphus R. Staton (retired) and Rear Adm. Stanford C. Hooper (retired), but pointed out that since they are not now on active duty he would be compelled to require their presence by subpoena and would so arrange.

Army personnel whose attendance was asked were: Secretary Stimson; Col. Howard F. Bresee; Lt. Col. Armand Durant, Military Intelligence Service; Col. Wesley T. Guest, Director of Planning, Signal Corps; Maj. Gen. Dawson Olmstead [former] Chief Signal Officer; Col. Conrad E. Snow, chief, legal branch, Office of the Chief Signal Officer; Maj. Gen. Frank Stoner, Communications Service; Maj. Gen. George V. Strong, Assistant Chief of Staff (Military Intelligence); Capt. E. M. Webster.

In addition, Mr. Garey said the committee would require attendance of Maj. Gen. Joseph O. Mauborgne, retired, former Chief Signal Officer, but said that because he is not now on active duty, he would arrange for a subpoena.

List of Documents Required From Navy

In enumerating the documents, reports and memoranda which the committee would require from the Navy, Mr. Garey listed some two dozen items. These included the report of Adm. Hooper recommending that all monitoring work in wartime be under military supervision; memoranda from Secretary Knox dated May 14, 1942, regarding the "undesirability of chairmanship of DCB being vested ex-officio in chairman of the FCC, especially during wartime"; memoranda of Adm. Hooper concerning "disputes with FCC with respect to assignment of frequencies to the Navy and other Government departments and agencies";

Department files concerning establishment in the fleet of a new type of radio and the Navy's necessity of promptly ascertaining frequencies that would be allocated to it to enable purchase by it of essential equipment, the delay in allocating such frequencies and subsequent change in frequencies allocated "due to FCC's activities and inactivities, in consequence of which it was necessary for the Navy to purchase new equipment to replace the new equipment already purchased for such purpose and rendered useless as a result"; files pertaining to Navy's attempt to obtain approval of use of ultra-high frequencies and difficulties encountered by Navy in getting FCC to make a study of project; all files pertaining to Navy's position favoring passage of bill to permit wire tapping and Chairman Fly's opposition to such bill;

Files pertaining to Navy's effort to stop Japanese language radio broadcasts from Hawaii prior to Pearl Harbor and reports of Naval commanders of their activities in negotiating voluntary agreements to that end, and Chairman Fly's "opposition to such action and the subsequent actions which are alleged to have caused such voluntary agreements to be abandoned"; files concerning telegraph mergers and Chairman Fly's unwillingness to hear or consider military services' position; June 12, 1940, letter from Chairman Fly to Chief Signal Officer and Director of Naval Communications holding that FCC had determined that its chairman should be the Commission's representative on and chairman of DCB; all files pertaining to proposed transfer to the Army of FCC's RID (placed

WANT TO
HIT
the nation's greatest wartime market?
see pages 24-25

If You Haven't Bought Savannah Then You Haven't Bought The South

WTOC
SAVANNAH · GEORGIA
CBS · 5000 WATTS

LEWIS IS SELLING
* DOUBLE

SELL HIM ONCE AT THE REGULAR TIME...THEN SELL HIM AT A LATER TIME BY PLAYBACK

Why stop at one sponsor? . . . other stations have proved that Lewis' "pull" is even greater on each program when a playback is used for a second sponsor at a later time. Don Lee stations have found the response terrific to a 9:45 repeat broadcast.

Fulton Lewis, Jr.'s popularity is still on the up-sweep. The man who won the DuPont Radio Commentators Award for 1942 owns the seven o'clock spot on the dial . . . and is making a definite bid for every spot available through the system of selling the playback.

Sell him at your one-time quarter hour rate per week. Phone, wire or write WILLIAM B. DOLPH, WOL, WASHINGTON, D. C.

* Selling TRIPLE, too. KHJ has sold him three times in one day.

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

in the record by Mr. Garey at the hearing); correspondence relating to opposition of the Navy to proposals of FCC to establish stations overseas; all exchanges with White House and others respecting creation of DCB (formerly Board of War Communications), created by executive order in 1940;

Unauthorized Disclosure of Board Activities

All data relating to Interdepartment Radio Advisory Committee and Chairman Fly on application of Army for frequencies to broadcast in Alaska and elsewhere to maintain morale among armed forces and opposition of Chairman Fly and his insistence that it be done by OWI; files relating to difficulties of Army and Navy in having their views properly presented by FCC representatives to international conference in Madrid; reports from FCC to Navy relating to alleged direction-finding and location by it of certain enemy ships; correspondence on Chairman Fly's proposal to establish east and west coast central intelligence services and requesting Navy to contribute to cost and basis for Navy's refusal;

Files forbidding release of any information unless authorized by DCB, adopted by DCB "for the purpose of curbing Chairman Fly's unauthorized disclosures of the board's activities"; correspondence between Navy and FCC stopping the transmission to the Navy of material compiled by FBIS "because it was of no value"; data received by Navy on "certain information improperly evaluated, edited and distributed by FCC" pertaining to the war in Alaskan waters; report to Adm. Noyes on fitness of persons proposed to be appointed to various committees of DCB and requests of Secretary Knox to Chairman Fly for such an investigation of such persons that were appointed, including delay of FCC to investigate and fingerprint radio operators on board ships in the Merchant Marine; proposed constitution of Interdepartment Radio Advisory Committee proposed by Navy, which Chairman Fly opposed and which therefore never became effective; reports of Adm. Hooper on failure of Chairman Fly to cooperate with IRAC and the "'tactics employed by him to defeat its recommendations"; reports of Adm. Hooper on danger arising out of activities of FCC in its clandestine station location work outside the United States, "beyond the purview of its authority and an encroachment in fields in which the Army and Navy were better qualified to function."

The letter to Secretary Stimson covered much the same ground, although there were items affecting the Army which did not relate to Navy activities. In each letter Mr. Garey reiterated that the testimony of the officers asked to appear would not call for the "disclosures of any secret information". He pointed out that the existence of the facts recited had been "heretofore substantially established through investigation by this committee."

Having recited the type of documents and data required, Mr. Garey's letters then covered in detail the "subjects of inquiries to be made of such officers." [See "Charges Against Chairman Fly", this issue.]

SETTLING A POINT in the script during informal huddle preceding a recent CBS Fiesta Night at *Grapevine Rancho* broadcast, is this agency-sponsor-talent sextet. Newly revised half-hour variety series is sponsored by Roma Wine Co., San Francisco. Script-scanners (l to r) are Carl F. Ohliger, San Francisco vice-president of McCann-Erickson Inc., servicing the account; August J. Bruhn, manager of the agency's Hollywood office; Mary Astor, mistress-of-ceremonies; Russ Johnston, producer and Hollywood radio director of McCann-Erickson; Harry Serlis, executive of Roma Wine Co., Roswell Cochran, agency vice-president.

Sarnoff Sees Research As Aid to Distribution

APPLICATION of scientific research to the problems of distribution must soon be given importance equal to technical research as a necessary tool of the American business, said David Sarnoff, RCA president, in a statement released last week on the results of two years of experimental study by a commercial research department set up in Chicago by the RCA Victor Division.

Industry called in science two years ago to solve its technical problems, and several years ago, finding production costs to be approaching the minimum, and distribution costs excessively high, RCA again called on science, this time to solve distribution problems.

EMILY SMITH, New York, distributor for Goldmark Hosiery, on June 21 started sponsoring quarter-hour segments of Alan Courtney's recorded music program on WOV, New York, in a test for Wearlon No-Seam Hosiery. Advertiser is using radio for first time. Agency is Erland Adv., New York.

Territory Stations Serve Troops Free

Offer Their Facilities to War Dept. to Air Programs

CONTINUED program service will be afforded to Armed Forces in Alaska, Hawaii and Puerto Rico, with stations in those territories offering their facilities gratis to the War Dept. for release of news and transcribed entertainment. This was indicated by preliminary results in a current War Dept. survey.

Although reports were not complete at press time, War Dept. officials pointed out that not a dissenting voice has been raised to date by stations contacted. Possible curtailment of service to the troops in those areas was foreshadowed with OWI announcement in late May that it would terminate contracts for purchase of time from some eight stations on June 30 [BROADCASTING, May 31].

Job for Army

Current OWI Overseas Branch policy, it was explained, concentrates attention on civilians of friendly allies and enemy powers. Thus an increased part of the job of dispensing entertainment to the servicemen outside the United States has been transferred in recent weeks to the Army Special Service Division.

It has been pointed out that neither OWI nor the War Dept. can subsidize stations within territorial U. S. However, general disposition of stations to carry the programs without compensation has apparently solved the problem.

WWDC Remote Control

WWDC, Washington, was last week granted permission by the FCC for waiver of the Commission's rules to permit operation of its synchronous amplifier by remote control from the main transmitter for duration of the war emergency. Other stations operating under similar arrangements are WINX Washington, and WSAI, Cincinnati. The action reflects its policy of assisting stations to operate under wartime manpower shortages, according to the FCC.

AFM Offers Elmer Davis Free Music For Records to Entertain Servicemen

THE American Federation of Musicians has offered the services of its members without charge to make records for the entertainment of American servicemen, provided that no charge is made for the use of such records by the troops. Offer was made by James C. Petrillo, AFM president, in a letter sent last Thursday to Elmer Davis, director, Office of War Information.

Originally, Mr. Petrillo was to present the offer in an interview with Mr. Davis, scheduled for Thursday. At Mr. Petrillo's suggestion, however, the appointment was broken "to allow Mr. Davis to attend to other matters", and the plan was incorporated in a letter. According to Mr. Davis' offices, the Petrillo letter had not arrived in Washington by the time it was released to the press.

But No Juke Nickels

In releasing the letter for publication, Mr. Petrillo declared that "others talk about patriotism, but we practice it," and said that every AFM member "from Toscanini to Harry James" is available to make whatever records the armed forces want. "We'll put them in every Army camp in the world," he said, "as long as they fix the juke boxes so the boys don't have to put nickels in."

Letter follows in full text:

The AFM is desirous of enlarging its contribution towards the war effort. As you well know, despite the discontinuance of commercial recordings by the American Federation of Musicians since last Aug. 1942, there has been no interference with the continuous flow of recorded music made gratuitously by members of the American Federation of Musicians at the behest of and in cooperation with several departments of the Federal Government. This, of course, was in line with our pre-stated policy that nothing we do should in any way interfere with the successful prosecution of the war.

However, a great deal of this recorded music is and has been used over radio stations for both local and foreign propaganda purposes. Thousands of our members are donating their services daily in the camps, canteens and service centers.

We, therefore, propose to you a plan which will continue these donated services and in addition thereto, furnish the services of any or all of the Federation's 138,000 members, gratuitously, for the purpose of making records which in turn will be shipped both locally and to the far flung camps of the world for the enjoyment of the armed forces of the United Nations, and to enable the use of those records in juke boxes or other similar mechanical devices which may be assigned to or may be located now in or adjacent to army camps, service centers, etc., coupled with the one reservation and condition that the records so made will not be used in any way, directly or indirectly, commercially or for profit and that such juke boxes or other similar mechanical devices may be used by the armed forces of the United Nations free of charge. We do object to the use of these recordings in juke boxes if the soldiers have to deposit a nickel to hear same.

We realize that this plan will require the cooperation of recording companies and juke box manufacturers and operators, but feel sure that because of its patriotic character the plan should and will receive their wholehearted cooperation.

AFM Record Ban

(*Continued from page 11*)

union's order not to work for recordings as the instrumentalists, and that they should not assist in recording of any music, even if the performers are all vocalists who are AFM members and so not participating in the strike.

This move is the latest in a series conducted by the AFM president to stop all musical recordings —those made by singers and by performers on harmonicas and other instruments not considered "musical" by the AFM, and those made in Mexico, outside the union's control, as well as those produced by AFM members. Early in June he asked the music publishers to assist the AFM in eliminating what he called "bootleg" records by refusing any of their music for recording, a request which the publishers summarily rejected.

Vocalist Enlisted

A week ago, Mr. Petrillo went directly to the country's "name" singers with an appeal to make no more recordings, after which he reported that Bing Crosby, Frank Sinatra, Barry Wood and other vocalists had agreed to comply. At the same time Ben Selvin, vice-president of Associated Music Publishers and program director of Muzak, and Leonard Joy, recording chief of RCA-Victor, were summoned before the trial board of AFM Local 802 in New York, of which they are both members, and asked not to make any more vocal recordings. Agreeing to comply personally, they stated that they could not bind their companies to stop the manufacture of such records.

Transcription companies who have for some time issued new music to the library service subscribers through a cappella recordings, with choral instead of instrumental backgrounds for the soloists, last week generally expressed intentions to continue to issue such recordings. American Federation of Radio Artists, having jurisdiction over singers on the air, including almost all recording vocalists, last week took no action over the AFM's intrusion into their field, but it was said that the matter was being studied and would come up for consideration at the next AFRA board meeting on July 8. Mr. Petrillo belittled the possibility of complaint from AFRA, stating that the singers have voluntarily agreed not to make any more records and so AFRA has no grounds for action.

Garey Charges Against FCC

(*Continued from page 11*)

contrary to the express intent of the Congress;

(10) That in its lust for power it has usurped the functions of the Congress by arrogating to itself the determination of matters of legislative policy resting solely within the competency of the Congress;

(11) That in pursuing this course it has adopted and followed the reputed communistic technique of "cessation of gradualism";

(12) That it has deliberately abstained from seeking from the Congress powers exercised but not possessed by it because of the fear that the grant of such powers would be denied;

Misappropriated Funds

(13) That it has made misrepresentations to the Congress for the purpose of procuring appropriations, and has expended appropriated funds contrary to the purpose for which they were granted;

(14) That it has unlawfully augmented its appropriated funds by procuring the transfer to it of funds appropriated to other departments and agencies;

(15) That it has violated laws of the United States and defied the will of the Congress;

(16) That it has wilfully evaded and procured the evasion and violation of laws affecting the civil service;

(17) That it has sought to cloak itself as an essential war agency making a vital contribution to the war effort, whereas in truth its alleged war activities constitute a danger and menace to national security;

(18) That in furtherance of its alleged war activities, it has drawn to its use manpower and critical materials from the limited sources available and needed by the armed forces of the United States, and has procured the exemption from military service of a large number of persons not entitled thereto;

Dominates Industry

(19) That it has set up a group commonly called "the Gestapo" for the purpose of unlawfully dominating the radio industry and rendering it subservient to its will;

(20) That "the Gestapo", under the guise of lawful and proper investigation, is violating constitutional rights of individuals;

(21) That it has been guilty of reprisals against individuals who have attempted to challenge its asserted powers;

(22) That in its pursuit of power and dominance over broadcasting it has neglected its functions, duties and responsibilities in other fields of communication;

(23) That it is so much interested in obtaining publicity that the possibilities of publicity affect and govern its judgments and determinations; and

(24) That, notwithstanding the express statutory prohibition to the contrary, it has sought to exercise the power of censorship over radio broadcasts and has interfered with the right of free speech over the radio.

Swift on Coast

SWIFT & Co., Chicago (Jewel shortening), in a 16-week campaign which starts July 12 will use five transcribed one-minute announcements weekly on seven West Coast stations. List includes KFI KGB KPO KMJ KROY KOIN KIRO. Agency is J. Walter Thompson Co., Los Angeles.

TEST YOUR KNOWLEDGE OF PANAMA

1 What percentage of Panama's present population speaks English?

2 Name the Panama station that carries English programs exclusively every evening.

3 How can you tell your advertising story to the big, rich English-speaking Panama population?

1. 50% 2. HOK 3. HOK

Rep.: Melchor Guzman Co. Inc.
9 Rockefeller Plaza, New York City

HOK-HP5K
640 Kc. 6,005 Kc.
Colon, Panama

The TEXAS RANGERS now

Selling
Auto Service
(Wheel Alignment, etc.)
on
WHBF
Rock Island

... also selling many other products on many other stations.

George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

WITH
REX DAVIS
4 TIMES DAILY

PHIL. ORCHESTRA IS SIGNED BY CBS

CBS last week added a second major symphonic organization to its musical programming set-up with the signing of an exclusive three-year contract with the Philadelphia Orchestra. Eugene Ormandy, musical director and conductor of the orchestra since 1938, when he took over the baton from Leopold Stokowski, will direct most of the concerts on CBS. Programs will start Oct. 2 in the Saturday, 1-2 p.m. period, continuing through April 30 each year.

Deal follows the announcement that the orchestra had signed a contract with Columbia Recording Corp. to record exclusively for Columbia Masterworks. CBS' other top orchestral group is the N. Y. Philharmonic Symphony, which now broadcasts under sponsorship of U. S. Rubber Co.

Canada Buys Radio Time For Women Recruiting

CANADIAN Government, Department of National Defence, Ottawa (recruiting for women's divisions, Army, Navy and Air Force), has started a campaign of 5-minute transcribed dramatized hero stories and spots on all English-language Canadian stations, three times weekly for 10 weeks. On all French-language stations a 5-minute network program along similar lines is being aired Monday through Friday. Sustaining featured network talks are also included in the campaign, with prominent women as speakers, including Queen Elizabeth and Mrs. Roosevelt. Account was placed by Advertising Agencies of Canada, Toronto and Montreal.

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

All-Star Game to CBS

GILLETTE SAFETY RAZOR Co., Boston, sponsor of the annual all-star baseball game, has changed its plans and CBS announced last week it would broadcast the event on the full network on an exclusive basis July 13 from Shibe Park, Philadelphia. Gillette had originally announced that Mutual was to have the business [BROADCASTING, June 7]. No explanation of the shift was forthcoming. The game will be shortwaved to troops overseas, and proceeds will go to the major league's baseball equipment fund for servicemen. Play-by-play announcers will be Mel Allen and Red Barber, with Bill Corum handling the summary. Maxon Inc., New York, is agency.

Stovin and Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

D. C. Television Station

ALLEN B. DU MONT Labs. Inc., Passaic, N. J., have filed with the FCC a reinstatement request for a commercial television station for the national capital, station to operate on Channel 1, 50,000 to 56,000 kc. Du Mont now operates W2XWV, television station in New York broadcasting sustaining features Sunday evenings and sponsored programs on an experimental basis Wednesday nights.

FRANK M. STEARNS, formerly of the sales departments of WHBL, Sheboygan, Wis., and WRAL, Raleigh, N. C., has accepted the position of commercial manager at WOSH, Oskosh, Wis.

Sales are SOARING in ALBANY, GA.
WGPC
1450 KC CBS
Represented by SPOT SALES Inc.

TOOTHPASTE SMILES of this Pepsodent Co. summer replacement program trio were approved by Vick Knight (right), vice-president in charge of radio for Foote, Cone & Belding, agency servicing the dentrifice account, prior to debut of *Johnny Mercer's Music Shop* on NBC stations. Half-hour series replaced the *Bob Hope Show* for the summer on June 22. Dental Don Juans (l to r) are Arnold Maguire, agency producer; Wendell Niles, announcer, and Johnny Mercer, m.c., with Mr. Knight.

U. S. Time Up to Stations

(Continued from page 12)

an increase of $2,503,590 over the amount approved by the House June 18. This report, including the vastly trimmed Domestic Branch fund, was accepted by the Senate after Sen. O'Mahoney, and leaders of both parties unsuccessfully sought to bolster the Domestic Branch by increasing the sum an additional $2,000,000.

Originally, the Domestic Branch had asked $8,865,906 for 1944, but the House Ways & Means Committee reported only $5,500,000. In a stormy session in the House June 18, that body on motion of Rep. Starnes (D-Ala.) cut the Domestic Branch entirely from the bill [BROADCASTING, June 21].

Following the House action, the Senate Appropriation Committee, under Sen. McKellar (D-Tenn.), held extensive hearings on OWI, one session on Saturday, June 26, running from 10 a.m. until 6:50 p.m. Among those testifying from the agency were the director, Elmer Davis; Milton Eisenhower, assistant to Mr. Davis; E. Palmer Hoyt, new chief of the Domestic Branch, and leaders of industry including Chester J. LaRoche, chairman of the War Advertising Council; Paul West, president of ANA and Neville Miller, president of the NAB (see story elsewhere in this issue).

The Domestic Branch was carefully examined at these hearings, Sen. McKellar said, with each of its bureaus receiving individual attention. The whole committee voted to restore the Domestic Branch, Sen. McKellar said, but on motion of Sen. Overton (D-La.), the appropriation for the agency was limited to $3,500,000, of which $500,000 was intended for liquidation of OWI activities.

Discussion of the OWI appropriation was extremely mild compared with the invective used in the House. With few exceptions, Senators complimented the activities of the organization, asserting they wanted to retain its essential functions.

The Senate Committee report, which later became the Senate's version of the OWI appropriation, provided for continuation of six of OWI's nine bureaus in the Domestic Branch. Of the six, however, the Radio Bureau was the only one awarded its full budget request, $811,499. Others retained were the Office of the Director, $125,000; Office of Program Coordination, $225,000; News Bureau, $900,000; Bureau of Special Services, $950,000; and Motion Picture Bureau, $50,000.

Bureaus Deleted

The Committee wiped out the Bureau of Publications, the Bureau of Graphics & Printing and the Field Operations Bureau. In addition, the $50,000 sum for motion pictures represented only a token of the requested $1,222,904. The committee added a rider that no appropriation should go for the preparation and publication of any pamphlet or other literature for distribution within the United States, and that the OWI's funds for 1944 shall not be supplemented from any other source.

Chairman McKellar, in reporting the bill, said he felt OWI should be given $6,000,000 for domestic activities but that the committee

REACH THE HEART
of the nation's war production market
see pages 24-25

adopted the $3,500,000 limit by a 12-10 vote. He said he thought the House had made a mistake in acting against the Domestic Branch. "We have got to advertise ourselves in this war," Sen. McKellar said. "The OWI has done a good job."

Sen. McKellar was supported by Sen. Lodge (R-Mass.) who urged restoration of the Radio Bureau, News Bureau and Office of Program Coordination. "I think it is necessary to have the Radio Bureau", Sen. Lodge said, "because if we did not have the Radio Bureau every Government department would make its own separate appeal for radio time, and the air would be so full of Government programs that nobody would listen to the radio."

Only sharp point in the discussion came when Sen. O'Mahoney arose to move increase of the appropriation to $5,000,000. Explaining he felt the Senate should allow the amount recommended by the House Ways & Means Committee, which he said "had had more time to study the bill", Sen. O'Mahoney suggested that the Field Operations Bureau and the Motion Picture Bureau be restored.

Although he was backed strongly by Sen. Barkley (D-Ky.) majority leader, Sen. McNary (R-Ore.), minority leader, and Sen. McKellar, his amendment was beaten 34-40. In the course of debate, it was revealed that Elmer Davis had made a final appeal to Sen. McKellar to restore "at least $7,435,000" in the belief that the work cannot be adequately performed for less.

Sen. O'Mahoney proposed to allow $1,300,000 for the Field Operations Bureau, which he defended as essential. He introduced into the record a statement from Gardner Cowles Jr., then director of the Domestic Branch, explaining the duties of the field offices.

In addition to service for newspapers and other media, Mr. Cowles explained in his statement that the field operation offices assist in the preparation of field radio materials for all Federal agencies, and clear all local radio programs. These offices, he said, also serve as a central information sources for radio stations and newspapers not familiar with operation of various agencies.

The Field Operations Bureau proposed, in 1944, to produce radio scripts, press releases and announcements, to clear policy and time priority on Federal Government radio program materials originating in the field, along with other general duties, Mr. Cowles explained.

Rejection of the O'Mahoney amendment signaled the end of the Field Service and by the following morning, July 1, OWI issued orders for the 58 offices to close within two weeks. The field offices employed 330 persons, and a Washington staff of 12.

Weather Report

TEMPERATURE rose to 99 in studio B at WHIO, Dayton when the air conditioning went out of order recently, so who could blame Don Wayne, the station announcer if he wiped his forehead, and remarked "Whew, its hot." Complication was however that an engineer thought the announcer had signaled for the microphone, so announcer Wayne was on the air. Audience reaction was prompt, phone calls informing WHIO the public knew it was hot without being told.

Alarm Voiced

Robert Huse, director of the field offices, said every effort would be made to help other Government agencies having branches throughout the country prepare programs for the dissemination of information of local value.

Officials of the Radio Bureau in Washington openly expressed alarm over loss of the field offices, which had become an integral part of the Radio Bureau's operations. They admitted that with field offices gone, stations were likely to experience heavy demands from various Government agencies for time, and stated that some stop-gap substitute would be necessary if OWI were to continue as the responsible agency for clearing Government programs.

Treasury Changes

IN PREPARATION for a wide and intensive promotion for the Third War Loan in September, the Treasury is understood to be reorganizing its War Savings Staff, setting up new titles, and bringing in top men from the advertising field. Name of the War Savings set-up has been changed to War Finance Division. Among the admen who have joined the department recently are Fred Smith, now assistant to Secretary Morgenthau, and Jack Louis, vice-president of Needham, Louis & Brorby, Chicago agency.

ALEX DREIER, NBC news analyst, left for San Francisco July 5 on vacation. Irving Pflaum, foreign editor of the *Chicago Times*, and Howard Vincent O'Brien, columnist for the *Chicago Daily News*, will take over his July 10 and July 17 broadcasts. Mr. Dreier will broadcast his *Fitch Bandwagon* news summaries from the West Coast.

Esso Reporter Honored On 10,000th Broadcast

TO COMMEMORATE the 10,000th broadcast of *Esso Reporter*, WJZ, New York, one of the six stations to carry the news broadcast when it first went on the air Oct. 7, 1935, was host last Wednesday at a luncheon at the Waldorf-Astoria for representatives of Esso Marketers, sponsor of the news broadcasts on 35 stations, Marschalk & Pratt, the Esso agency, and the BLUE Network.

The 12:25 p.m. *Esso Reporter* program on WJZ was broadcast by Don Gardiner and Jack Fraser from the luncheon room, and short talks were given by Mark Woods, president of the BLUE; J. A. Miller, Esso advertising manager, and R. T. Haslam, vice-president of Esso.

RMA-IRE Accord

ENCOURAGING progress toward organization of a radio technical planning agency to prepare for the development of all branches of the radio industry in the postwar era was reported following a meeting of representatives of the Radio Manufacturers' Assn. and the Institute of Radio Engineers, held in Washington, June 25. Haraden Pratt, chairman of the IRE committee on the technical planning agency, and Bond Geddes, RMA executive vice-president, said agreement was reached on the general underlying principles and that final agreement on details is expected soon. The two groups had originally differed in their conceptions of the organization and operation of the planning agency.

Higher ASCAP Earnings

ASCAP WILL distribute more than $1,200,000 to its members in royalties for the second quarter of 1943, highest second quarter in the Society's history, it was reported last week, although the exact figures are not yet ready. Sum is the largest quarterly distribution ever made by ASCAP, except that for the final quarter of 1940 when the old contracts with radio were still in effect.

Sub For Abie's Rose

SUMMER replacement for *Abie's Irish Rose*, while that program takes an eight-week vacation from the Saturday 8:30 p.m. period on NBC, will be a sustaining musical titled *Sundown Serenade*, featuring Charles Dante's orchestra. The program will be heard July 10 through Sept. 28, after which Procter & Gamble Co., Cincinnati, will resume sponsorship of *Abie's Irish Rose* for Drene shampoo.

Joint Celebration of the 4th

ELMER DAVIS, Director of the Office of War Information, and Alistair Cooke, special BBC correspondent in America, spoke in a special Independence Day program of the BBC American commentary series, broadcast on the British home and overseas service, July 3. The BBC's National Home Service network in Great Britain and the overseas service carried another special Fourth of July show, featuring Bing Crosby, Dinah Shore, Fanny Brice and Hanley Stafford, with Vaughn Monroe's orchestra supplying the music.

Inviting you to conquer a market of twenty million people through our network facilities.

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•

DOING OUR PART FOR THE VICTORY

RADIO PROGRAMAS DE MEXICO
LARGEST LATIN AMERICAN BROADCASTING SYSTEM
MEXICO, D. F.

WBNX
5000 Watts

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

New York City

FOR OFFENSE • FOR DEFENSE
BUY U. S. BONDS TODAY

Buy LISTENERS
Buy
WFMJ
covering greater Youngstown

More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*

*C. E. HOOPER, Inc.
Blue Network
Headley-Reed, Rep.

580 kc. FREQUENCY and peak soil conductivity give WIBW the "most - easily - heard" signal in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

"PROVED SUCCESS — TOP WGRC FEATURE"
is what S. A. Cisler, manager of WGRC has to say about
THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

Actions of the
FEDERAL COMMUNICATIONS COMMISSION
JUNE 26 TO JULY 2 INCLUSIVE

Decisions . . .

JUNE 26

KSJB, Jamestown, N. D.—Granted petition postponing effective date of order cancelling special service authorization to operate KSJB on 600 kc. from June 26 to July 7.

JUNE 29

WGRC, New Albany, Ind.—Granted CP move main studio, transmitter to Louisville, Ky.

WDAK, West Point, Ga. Same, West Point to Columbus, Ga.

WWDC, Washington—Granted petition for waiver of rules to permit operation of synchronous amplifier by remote control from main transmitter for duration of war emergency.

WBNX, New York—Granted license renewal, regular period.

KPAC, Port Arthur, Tex.—Granted application increase 500 w., DA-N, to 1 kw., unlimited, etc.; conditions.

JULY 1

WEEU, Reading Pa.—Dismissed without prejudice petition to broaden issues and continue hearing on application of WHDH, Boston, for CP operate on 850 kc., 5 kw., unlimited, DA-N.

WOKO, Albany, N. Y.—Denied petition amend. enlarge issues re application for license renewal

Iowa Broadcasting Co, Cedar Rapids—Denied motion to enlarge issues, designate Commissioner to conduct hearings re application of KSJB, Jamestown, N. D., for mod. license to change to 600 kc., 250 w., unlimited.

Worcester Telegram Publishing Co., Worcester, Mass.—Granted petition amend application for new FM station, remove from docket.

KFXM, San Bernardino—Granted motion for leave take depositions re application for mod. license

Applications . . .

JUNE 26

KTKN, Ketchikan, Alaska — Authority install automatic frequency control.

KNOX, Knoxville, Tenn. — CP for changes in equipment.

KOAM, Pittsburg, Kan.—Special service authorization operate unlimited, 500 w. N, 1 kw. D, to Feb. 1, 1944.

KEVR, Seattle—Special service authorization install new transmitter, operate on 1 kw., to April 1, 1944.

W6XYZ, Los Angeles—License cover CP for experimental television station.

JUNE 30

KTBC, Austin, Tex.—Mod. license change 1150 kc. to 590 kc., power 1 kw. to 250 w. N, 1 kw. D, hours from specified (D) to unlimited (contingent on granting of WTAW application for facilities of KTBC).

WCAR

Influencing Sales

FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM **WCAR**

PONTIAC, MICHIGAN

or the Foreman Co. ● Chicago ● New York

KPQ, Wenatchee, Washington — Extension special service authorization to operate on 560 kc., 500 w. N, kw. D, unlimited, using transmitter authorized by B5-P-3150, to Dec. 1, 1943.

KROC, Rochester, Minn.—Transfer control from Agnes P. Gentling, executrix of estate of Gregory P. Gentling, deceased, to Lawrence C. Miller, Harry J. Harwick, Allen A. Gentling, Maxine M. Jacobs and Agnes P. Gentling, trustees of the estate of Gregory P. Gentling.

Tentative Calendar . . .

KMTR, Los Angeles License renewal (July 7, 1943).

in the CONTROL ROOM

KENNETH OWEN, former radio construction engineer with the Pan American Airways, is a new addition to the engineering staff of KQW, San Francisco.

P. R. UNDERWOOD, WLW-WSAI, Cincinnati, control engineer, is teaching a night course in radio code, radio operation and aviation radio at the local YMCA.

ODES ROBINSON, chief engineer of WCHS, Charleston, W. Va., is the father of a girl.

LOUIS BARNETT, control engineer of WLW-WSAI, is the father of a boy.

BEVERLY MESSERVY, former member of the "kiddie show" on WCSC, Charleston, S. C., is now a control operator at the station.

ROSAMOND JORDAN, has joined the control staff of WIOD, Miami. George Williams Jr. is the new studio control room engineer replacing Selden McCabe, who resigned to take a commission in the Army, and Francis I. Harr, transmitter engineer, takes the place of George Sprague who has accepted a Navy commission.

JOHN MITCHELL, studio engineer of WLW-WSAI, Cincinnati, is leaving for the Army after 12 years with the stations.

ARTHUR HOLMES, engineer of the CBC, Toronto, has returned to England in charge of a new CBC Overseas Mobile Unit. He first went over in 1939 with the CBC Overseas Unit and returned to Canada about a year ago to take charge of the engineering staff of CBY, Toronto.

BARBARA MYERS, apprentice of CBS Hollywood sound effects staff, has been promoted to senior sound effects engineer.

DuMont Reinstates

ALLEN B. DUMONT Laboratories Inc., Passaic, has petitioned FCC for reinstatement of their application for a license for a commercial television station in Washington, D. C., to operate on Channel 1, 50-56 mc. DuMont already operates W2XWV, New York television station, broadcasting two evenings weekly, a variety program on Sunday and an experimental series, with advertisers and agencies cooperating, on Wednesdays. A Tuesday evening series, produced by the program staff of WOR, New York, will begin shortly.

FCC Eases Rules For WERS Work

Members May Broadcast During Emergencies

CIVILIAN DEFENSE stations in the War Emergency Radio Service are now permitted by the FCC to operate in any emergency which might adversely affect the war effort. The Commission last week, at request of the OCD, amended part 15 of its rules, effective immediately, to allow licensees in the WERS to provide emergency communication in case of floods, explosions in munitions plants, hurricanes, fire and similar situations affecting national security.

Before the amendment these stations were authorized to be on the air only "for essential communication relating to civilian defense and only during or immediately following actual air raids, impending air raids", and other enemy operations, or for testing and drill. WERS had previously been allowed to operate during natural emergencies only when normal telephone and telegraph services were disrupted.

Control Units

The amended rules also provide for designation of one or more of WERS stations as "control units", which may supervise the station units of Civilian Defense licensees in "mutual aid" programs for the exclusive purpose of handling essential communications preparatory to any anticipated emergency. Under this supervision, station units may be used during the first 15 minutes of each hour, so that fire-fighting and other facilities may always be in readiness. Use of the stations is under the jurisdiction of the licensee and radio aide, and may include other officially recognized organizations than the OCD.

KTBC Seeks 590 kc.

KTBC, Austin, Tex., last week petitioned the FCC for a modification of license to change from 1150 to 590 kc., power from 1 kw. to 250 watts night, 1 kw. day, and hours from specified (day) to unlimited. The request was made contingent on FCC grant of the June 12 request of WTAW, College Station, Tex., for the facilities of KTBC. Filed with KTBC's contingent application for the frequency and power named was a request for 1 kw. day and night with a directional antenna for night use when the materials are available after the war emergency. All stock (250 shares) in the station was bought last February by Claudia T. Johnson, wife of Rep. Lyndon Johnson (D.-Tex.).

LEIGH WHITE, CBS commentator who covered the battle of Greece, has written an article on Maj. Gen. A. A. Vandegrift, one of a series of 12 appearing in *The Saturday Evening Post*, and later to be published in book form by Knopf. Mr. White is now with CBS Washington.

Network Accounts

All time Eastern Wartime unless indicated

New Business

FRANK H. LEE Co., Danbury, Conn. (Lee Fine Hats), in September starts Dale Carnegie on 22 MBS stations, Thurs., 10:15-10:30 p.m. Agency: Bermingham, Castleman & Pierce, N. Y.

ADAM HAT STORES, New York (men's hats), on Sept. 7 starts *That's a Good One* on 134 BLUE stations, Tues., 8-8:15 p.m. Agency: Glicksman Adv., N. Y

Renewal Accounts

NESBITT FRUIT PRODUCTS Inc., Los Angeles (beverages), on July 6 renews for 52 weeks, Fulton Lewis Jr., on 14 Don Lee Pacific stations, Tues., Thurs., 9:45-10 p.m. (PWT). Agency: M. H. Kelso Agency, Los Angeles.

CORN PRODUCTS REFINING Co., New York (Mazola), on July 29 renews for 3 weeks *Stage Door Canteen* on 53 CBS stations, Thurs., 9:30-10 p.m. Agency: C. L. Miller Co., N. Y.

Network Changes

MILES LABS, Inc., Elkhart, Ind. (Alka Seltzer), on June 27 added for 52 weeks 3 Ariz. stations (KOY KSUN KTUC) to *Newspaper of the Air* on 33 Don Lee stations, Sun., thru Sat., 11-11:15 a.m. (MWT) and 10-10:15 p.m. (MWT) making a total of 36 Western stations. Agency: Associated Adv., Los Angeles. On June 28 firm also added KOY KSUN KTUC for 52 weeks to *Lum & Abner* on 72 BLUE stations, Mon. thru Thurs., 9:15 p.m. (MWT), making a total of 75 Western stations. Agency: Wade Adv. Chicago.

WELCH GRAPE JUICE Co., Westfield, *Dear John* on 66 CBS stations from Sun. N. Y. (grape juice), on July 4 shifted 6:15-6:30 p.m. to Sun. 5:45-6 p.m. Agency H. W. Kastor & Sons, Chicago.

E. I. DUPONT DE NEMOURS & Co., Wilmington (institutional), on Sept. 27 adds 7 NBC stations to *Cavalcade of America* making a total of 125 NBC stations, Mon. 8-8:30 p.m. (rpt., eight Pacific stations 11:30 p.m.-12 midnight). Agency: BBDO N. Y.

SAN-NAP-PAK MFG. Co., New York (Lydia Grey cleansing tissues), on June 27 discontinued *What's My Name?* on 7 NBC stations, Sun., 10:30-11 p.m. Agency Biow Co., N. Y.

SCHUTTER CANDY Co., Chicago, on July 11 replaces *Col. Stoopnagle* with *The Coronet Little Show* on 41 CBS stations, Sun. 1:45-2 p.m., at the same time renewing the period for 13 weeks. Agency: Schwimmer & Scott, Chicago.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel cigarettes), on Aug. 12 shifts the *Durante-Moore-Cugat* program from New York to Hollywood on 128 NBC stations, Thurs., 10-10:30 p.m. Agency: Wm. Esty & Co., N. Y.

H. J. HEINZ Co., Pittsburgh (food products), on July 19 replaces for eight weeks *Information Please* with *Vacation Serenade* on 140 NBC stations, Mon., 10:30-11 p.m. Agency: Maxon, Inc., N. Y.

NBC Engineers Meet

ANNUAL MEETING in Radio City, New York, of division engineers from NBC headquarters in Chicago, Denver, San Francisco, Hollywood, Cleveland, Washington and New York, concluded last week after a series of discussions on engineering problems, such as loss of personnel due to the war. Among the speakers were Ernest De La Ossa, NBC personnel director, and O. B. Hanson, NBC vice-president in charge of engineering. Attending the meeting were A. H. Saxton, Hollywood; H. C. Luttgens, Chicago; George Greaves, San Francisco; R. E. Owen, Denver; S. E. Leonard, Cleveland; Don Cooper, Washington, and F. A. Wankel, New York. George McElrath, NBC operating engineer, was chairman.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

Are you a thoroughly capable announcer —with executive ability deserving a break? Progressive New York State dual network affiliate considering replacement of program director subject to draft. Send full particulars and transcription. Permanent. Box 794, BROADCASTING.

Technician—Permanent position for man with a family. Network station. Write in for full details. Give your qualifications. Address Technical Manager, Radio Station WFDF, Flint, Michigan.

Wanted—Transmitter Engineer, First Class License, large Florida Coastal Station. Excellent pay plus overtime. Full particulars First Letter Please. Box 796, BROADCASTING.

Draft Deferred Licensed first, second, or third class operators. Rocky Mountain 5 kw. network station. Box 800, BROADCASTING.

Wanted at Once First class engineer. Draft exempt. Tell all first communication, including minimum salary. WMSL, Decatur, Alabama.

Combination Engineer-Announcer Give draft status, salary desired, all details. Also want announcer. Write KGFW, Kearney, Nebraska.

Engineer Any ticket for network affiliate. One who can announce preferred, but not essential. Give full details and state salary expected. WSAM, Saginaw, Michigan.

Announcer Permanent position with 5 k.w. regional network station for draft deferred, experienced man. Box 799, BROADCASTING.

Experienced Announcer-Newscaster Excellent salary. No drifters. WHIT, New Bern, N. C.

Announcer A position with a future. Starting salary $40. KSAL, Salina, Kansas.

Salesman Network-owned station requires man anxious to work for advancement within network. KDB, Santa Barbara, California's most beautiful city.

Situations Wanted

YOUNG 4F — ANNOUNCING, PRODUCING, PRODUCTION EXPERIENCE IN TOWN OF 1,000,000. MORE INTERESTED IN FUTURE THAN EXCITING PRESENT. WILL GO ANYWHERE FOR THE RIGHT PROPOSITION. WIRE BOX 792, BROADCASTING.

PRODUCTION AND MUSIC DIRECTOR—Wishes to leave NYC for cool, dry climate. 15 years of local and network experience in dramatic, musical, commercial and educational programs. A-1 arranger, conductor, pianist, organist. Novachordist. Can supply transcriptions and films as proof of outstanding accomplishments. Age 40, married, only interested in locating permanently. Box 798, BROADCASTING.

PROGRAM DIRECTOR-ANNOUNCER—Available, capable of taking complete charge of programs. Experienced. Age 27, married, 1 child, 4F. Interested only in permanent position with chance for advancement. Box 793, BROADCASTING.

ANNOUNCER-WRITER Experienced air salesman. Prefer Midwest, Southwest or Rocky Mts. Box 795, BROADCASTING.

PROGRAM DIRECTOR Available. Experience with three major-network outlets. Writer, producer, program builder. Assist news. Army disability discharge. State terms. Box 797, BROADCASTING.

Situations Wanted (Cont'd)

MIDWESTERN COLORED BOY With excellent voice wants job either announcing or operating. Third grade license. Draft 4F. Available at once. Box 801, BROADCASTING.

SALES MANAGER Experienced in local and national markets. Desires small station that needs permanent man to build and hold business. Is announcer and engineer with low draft status. Box 788, BROADCASTING.

Director, Producer, Announcer Ten years major network program and production. Eight years' experience on smaller stations. Know all phases of station operation. Excellent announcer, including news and sports. Stability and future opportunity desired. Draft exempt. Box 789, BROADCASTING.

Experienced Operator — First class. Married. 4-F. Permanent position wanted in Midwest. Reasonable salary. Box 803, BROADCASTING.

Wanted A progressive station in which to build a good participating woman's program with plenty of sponsors. The young woman applicant, now employed, has successful experience in broadcasting, copy writing, selling. Box 790, BROADCASTING.

EXECUTIVE-GENERAL MANAGER-STATION MANAGER 17 years' experience. Newspaper and radio. Broad knowledge all departments. Good organizer, knows merchandising. 43 years of age, veteran last war. Present income $10,000—interested in salary and commission arrangement. Best of references. Box 805, BROADCASTING.

CONTROL Yourself You can **PICK UP LEVEL** headed **MIKE** man for a **SONG.** Not even **REMOTE** chance of **INDUCTION. NET WORK** performed in four years of Radio includes everything in voice line. **Will AMPLIFY** the preceding when the occasion arises. Any living wage should set an interesting **(TURN) TABLE.** Three mouths to **FEED, BACKS** to clothe, **STUDIO**us and reliable; **LOG**ical in everything. **AD-LIB**erty on two weeks notice. Your **GAIN** is 's loss. Hope this has **NEEDLE**d you into giving me a well-deserved **(STATION) BREAK. WATT** say? Box 791, BROADCASTING.

Staff Trio Man, wife daughter. Using piano, violin, sax, cello, vibraharp. Have solovox. Union, radio experience, classic, popular. Address Keshner, Spring Mill Inn, Mitchell, Indiana.

GIRL FRIDAY Announce, act, write continuity, type. Experience. Box 802, BROADCASTING.

Announcer Good staff man 4-F Wire Wally King, WCLO, Janesville, Wis.

ANNOUNCER-OPERATOR 18 months' experience. Permanent 4F. News, ad lib, commercials. Box 806, BROADCASTING.

Salesman 4F, with proven record in large Eastern City wants job selling for New York City radio station. Will accept reasonable draw. Available at once. Will come to New York for interview. Box 805, BROADCASTING.

Wanted to Buy

USED RADIO TRANSMITTERS OR ESSENTIAL PARTS, ANY FREQUENCY, FIVE KW OR LARGER. BOX 804, BROADCASTING.

Station Owner and Operator Wishes to purchase outright station in Florida. Give asking price and income and expense statement for 1942. Replies confidential. Box 787, BROADCASTING.

Radio Station Local regional Russell Bennett, Sweetwater, Texas.

SIX STATIONS STOP AIRING 'ALL CLEAR'

SIX PHILADELPHIA stations announced jointly on June 28, through identical letters to Third Service Command headquarters in Baltimore and Second Service Command headquarters in New York, that they will discontinue broadcasting official all-clear signals at the end of test blackouts in the area. The stations explained that the failure of military and civilian defense authorities to furnish prompt and dependable advices had resulted in the broadcast of incorrect information and confusion to the public.

Informed of the letters sent by KYW WCAU WIP WFIL WPEN and WIBG, Civilian Defense Director James M. Landis placed responsibility for air raid signal and blackout tests along the Atlantic Seaboard with Army authorities. "The authority for issuance of all-clear signals and the timing of such signals rests entirely with the Army Service Command under Air Raid Protection Regulation No. 1, issued by Lt. Gen. Hugh A. Drum. . . . Civilian Defense cannot accept responsibility for any failure to synchronize the various radio stations in connection with the all-clear announcement. . . . it would not help matters for Civilian Defense to inject itself into the matter," his statement said.

Army authorities indicated the letter had not yet been received and therefore no action had been taken to clear up the situation. The Army asks stations to air all-clear announcements at the nearest station break after the official signal, but compliance is purely voluntary, it is understood. System for announcing the all-clear varies state by state, with some using audible signals and others depending on the cooperation of radio stations.

Dress Firm Renews

McKETTRICK-WILLIAMS Inc., New York, moderate-priced dress firm, which is currently conducting a seven-week campaign of participations on Bessie Beatty's five-weekly program on WOR, New York, to urge the public not to buy McKettrick classic dresses "unless it is necessary", is continuing the campaign for an additional 13 weeks, effective July 19. Firm, which is using radio for the first time, has only a limited stock available, and is trying to stem the continued demand for its dresses in view of war conditions. Agency is Irving Serwer, New York.

WANTED
by a
5 KW NBC STATION
A top announcer for a top job. Must have five years experience and be competent all around. For the right man we have a good job with an excellent future.
Write or wire
KDYL
Salt Lake City

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
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FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

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Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

XUM

General Motors Will Sponsor NBC Symphony For 52 Weeks

Program Goes on Full Network Beginning Aug 1, With Black, Toscanini, and Stokowski

SECOND MAJOR radio contract to be signed in the past two months involving network sponsorship of a famous symphony orchestra was consummated last week with the announcement by Niles Trammell, president of NBC, and Alfred P. Sloan, chairman of General Motors Corp., Detroit, that GM will sponsor the NBC Symphony Orchestra on the full NBC network for a year's period. Formal signing of the contract took place last Wednesday in Detroit, a little over a month after the initial broadcast on CBS by the Philharmonic Symphony Orchestra under sponsorship of U. S. Rubber Co., New York [BROADCASTING, May 10].

Toscanini Continues

First broadcast by the NBC Symphony under the General Motors banner will be Aug. 1 in the Sunday afternoon hour 5-6, currently occupied by the orchestra on a sustaining basis. The agreement calls for presentation of the concerts under virtually the same arrangements as in the past seasons. Frank Black will continue to conduct the summer series, while the 24-week winter series, which starts Oct. 31, will be divided equally between Arturo Toscanini and Leopold Stokowski, as previously announced by NBC. The winter series will mark Toscanini's sixth full season with the NBC Symphony, the orchestra having been assembled for the Maestro upon his return from semi-retirement in 1937, while Stokowski has been guest conductor for the past three seasons.

Program format will remain unchanged for the most part, with Samuel Chotzinoff, manager of the NBC music division, continuing as commentator on the winter series. Broadcasts will continue to originate from Studio 8-H in Radio City, New York. Agency in charge is Arthur Kudner Inc., New York and Detroit.

Assurance to Customers

In announcing the agreement with NBC, Mr. Sloan stated: "General Motors is sponsoring the Symphony as a means of assuring its customers whom it cannot now serve directly that General Motors is serving them in a larger way through its wartime production to speed the victory which will bring a resumption of our normal associations."

Speaking for NBC, Mr. Trammell declared that "sponsorship of the NBC Symphony by the General Motors Corp. is recognition of the entertainment and cultural achievements established by the orchestra since its creation in 1937. The presentation of the Symphony under the auspices of General Motors brings together a great orchestra conducted by world-renowned musicians and a great industrial organization now playing a vital role in the American victory effort."

Summarizing some of the achievements of the NBC Symphony during the past year, NBC recalled its presentation of the American premiere of the Shostakovitch "Seventh Symphony" with Toscanini conducting; its record war bond sale of $10,190,045 when Toscanini conducted an all-Tchaikowsky concert, and the presentation of Prokofieff's "Alexander Nevsky" for the first time in the Western Hemisphere under the baton of Stokowski.

CBS Shifts Correspondents

EDWARD MURROW left last week to resume duties as head of the CBS staff in London, after a brief stay in this country. Realloting assignments among its foreign and domestic correspondents, CBS has sent Eric Sevareid, formerly chief of the Washington Bureau, to North Africa, which he will probably cover from Cairo. Replacing Mr. Sevareid is Bill Henry, CBS West Coast analyst, who has in the past covered Honolulu and London. Larry Lesueur, formerly stationed in Moscow, and Charles Collingwood, correspondent in North Africa, have both been shifted to London, while James Fleming is en route to Ankara from Cairo. John Daly, who has been heard from London, is assigned to Algiers.

County Leader

MORE BONDS were sold by WALB, Albany, Ga., during the month of May than by any other agency, including the banks and post offices of Dougherty County. The county's bond committee just notified WALB of its outstanding success in selling for Uncle Sam.

KROC Transfer Asked

TRANSFER of control of KROC, Rochester, Minn., from Agnes P. Gentling, executrix of the estate of Gregory P. Gentling, prominent Rochester industrialist who died a year ago, to Lawrence C. Miller, Harry J. Harwick, Allen A. Gentling, Maxine M. Jacobs and Agnes P. Gentling, trustees of the estate of Mr. Gentling, is asked in an application filed last week with the FCC. Mr. Miller is a partner in Sherman & Byers, Rochester CPA firm; Mr. Harwick is business manager of the Mayo Clinic; Maxine M. Jacobs is secretary and treasurer of KROC. Allen A. Gentling, a son of Gregory Gentling, is a doctor and Agnes Gentling is the widow of Gregory Gentling.

Cohen Praises Radio

OUTSTANDING achievements of the radio industry in conveying the Government's wartime messages to the people, in its own way, were lauded by Philip H. Cohen, deputy chief of the radio bureau, OWI, in an address before the NBC-Northwestern Summer Radio Institute last week.

Accomplishments enumerated by Mr. Cohen, in which radio acted almost alone, included boosting the use of V-mail from 500,000 to 1,250,000 letters per week as the result of a three-week campaign, getting 33,000 grade-A glider pilots for the Civil Aeronautics Authority in two weeks and enlisting 20,000,000 victory gardeners for 1943.

"WOOF's Roving Reporter Now Takes You Through One of the Nation's Largest Defense Plants-"

GRADE LABELING OUT FOR THE YEAR

GRADE LABELING through OPA edict became an impossibility last week, when the Senate over-rode recommendations of its Appropriations Committee, and adopted the House-approved amendment to the Civilian War Agencies Appropriation Bill prohibiting the agency from using funds to enforce grade labeling or standardization of clothing or other commodities [BROADCASTING, June 28].

The Appropriations Committee reported the bill without the four amendments by which the House had handcuffed OPA's personnel and stripped it of appropriations which its director, Prentiss Brown, termed necessary. The grade labeling ban was restored on the floor, however, although the remaining three amendments were lost.

Tillson to Agency

KEN TILLSON, formerly continuity chief on KGW-KEX, Portland, Ore., has joined the Mac Wilkins, Cole & Weber advertising agency as radio director.

Mr. Tillson

Mr. Tillson's appointment is part of an expansion program of the agency, according to Mac Wilkins, senior partner, which reflects intensive development of Oregon's resources. Mr. Tillson has had wide experience as radio writer and producer. Some of his shows include *Homicide Squad*, *Blue Network Jamboree* and scripts for the Irene Rich program.

Noumea Pickup

USING the new Navy transmitter at Noumea, New Caledonia, CBS recently picked up an account of South Pacific action for a recent *News of the World* program, marking the first time a network broadcast has originated from that island. After giving his regular news report from Sidney, Australia, Bill Dunn, CBS correspondent, picked up Sergeant Harold F. Goodman, combat correspondent of the U. S. Maritime Corps, in Noumea.

WJZ, Blue Move

FOLLOWING an increase in personnel in several departments of the BLUE, various members of the network staff and the entire staff of WJZ, New York outlet of the BLUE, moved July 1 from the third floor of the RCA Bldg. to new quarters on the 14th and second floors. WJZ now has separate quarters for the first time, having heretofore shared officers with the BLUE.

Pectin Spots

MUTUAL CITRUS PRODUCTS Co., Anaheim, Cal., to promote its powdered pectin, is utilizing a varied schedule on four West Coast stations in key markets during a brief summer campaign started June 21. Firm is sponsoring participations on KOMO, Seattle; KOIN Portland; KPO, San Francisco, and KFI, Los Angeles. Other stations may be added. Agency is Charles H. Mayne Co., Los Angeles.

WLW delivers

46.3% OF ALL *afternoon* LISTENING*

in 32 Cities of Its Primary Area, and in 218 Rural Communities Around Them

This dominance is in a market whose 12 million people buy more drug and grocery products than are sold in New York's five boroughs and the City of Chicago combined.

**A weighted average figure, based on Hooper Mid-Winter WLW area rating, 1943, which does not represent the size of our audience in any one city or rural area. Remainder of audience is divided among 53 other stations identified by call letters in the Hooper report.*

46.3% OF ALL AFTERNOON LISTENING IN

ADRIAN, MICH.
ANDERSON, IND.
BLOOMINGTON, IND.
CHARLESTON, W. VA.
CINCINNATI, OHIO
COLDWATER, MICH.
COLUMBUS, OHIO
DAYTON, OHIO
FINDLAY, OHIO
FT. WAYNE, IND.
FOSTORIA, OHIO
HILLSDALE, MICH.
HUNTINGTON, W. VA.
INDIANAPOLIS, IND.
IRONTON, OHIO
ASHLAND, KY.
KOKOMO, IND.
LANCASTER, OHIO
LEXINGTON, KY.
LIMA, OHIO
MANSFIELD, OHIO
MARION, IND.
MARION, OHIO
MONTPELIER, OHIO
MUNCIE, IND.
NEWARK, OHIO
PARKERSBURG, W. VA.
PORTSMOUTH, OHIO
RICHMOND, IND.
SPRINGFIELD, OHIO
TERRE HAUTE, IND.
TIFFIN, OHIO
ZANESVILLE, OHIO

—*Plus* 218 RURAL COMMUNITIES AROUND THEM

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION